Facebook Pixel

What is the Facebook Pixel?

The Facebook pixel is code you add to your website (or app) that enables you to track/measure events (actions) people take on your site. It also enables you to build audiences of these users to target via Facebook ads.

EXAMPLE: When someone visits your website and takes an action (e.g. buys a product), the Facebook Pixel "***FIRES***" and tracks this action. The Facebook Pixel not only enables you know when a customer took an action after seeing your Facebook ad, but it also stores this user in your Facebook Custom Audiences for tracking and future remarketing. As more and more actions occur on your website, Facebook gets better at delivering your ads to people who are more likely to take certain actions.

What is the Facebook Pixel?

The Facebook Pixel code will be pasted just once before the closing head tag (</head>) in your website. Adding the Facebook Pixel to your website will track all the website's pages, actions, and users that access them.

What is the Facebook Pixel?

The main purpose of the Facebook pixel is to track users that navigate to certain pages of your website. There are different ways to use it:

- Measure conversions (orders, sign-ups, and more!)
- Get rich insights about the people who visit your website.
- Build **Custom Audiences** of recent website visitors (such as people who added an item to their cart, visited a product page, or signed up for a free incentive on your website).
- Create **Lookalike Audiences** (people who are similar to your best customers/clients).
- Remarket to everyone who visits your site, or just to people who visit specific pages or take specific actions.

Focusing on Warm Traffic

These users who have been to your website, I like to call **WARM TRAFFIC** as they have already been to your website and know your brand, therefore they are more likely to click your remarketing ad targeting them in the future.

EXAMPLE: We tracked a user who made it to our product page but never made a purchase... no worries, people get busy! With the Facebook Pixel installed, we can now "remarket" this specific product to this user via a **Facebook Custom Audience**.

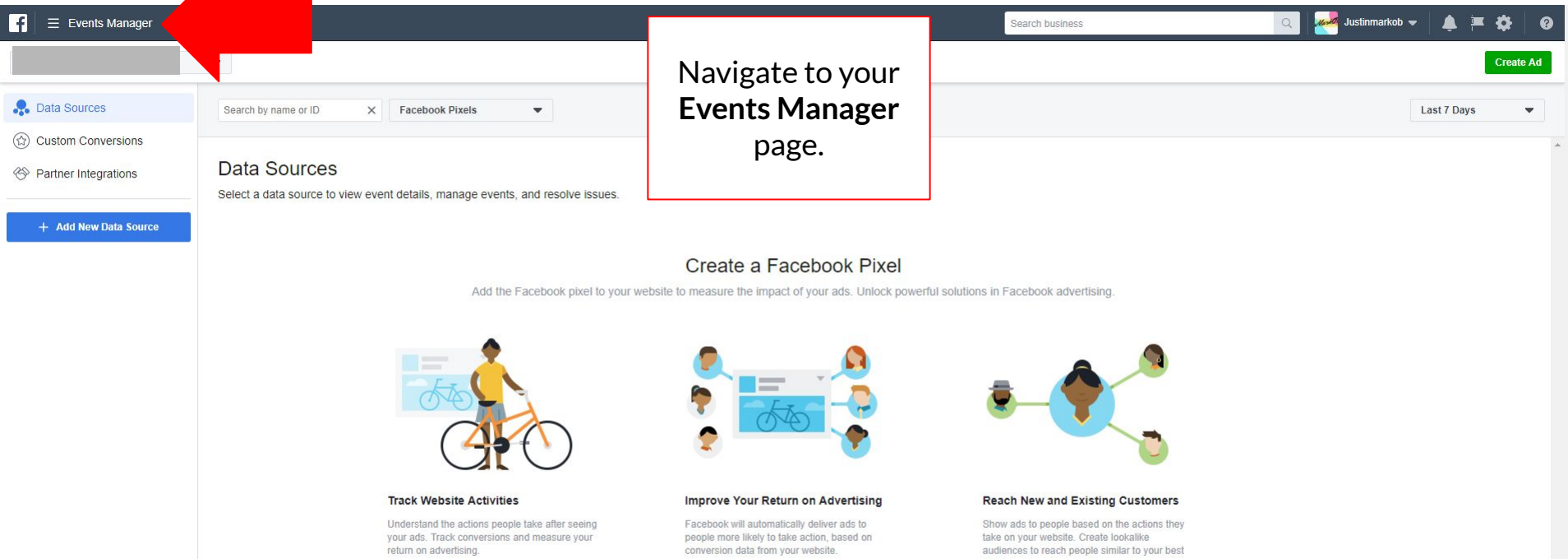
7 Touch Points

People need an average of **7 touch points** before they are "sales ready". This means the average customer needs to see your website, brand, and/or an ad **7 TIMES** before they are ready to make a purchase, sign up, etc.

With the power of the Facebook Pixel we can retarget and re-engage these warm audiences with ease!

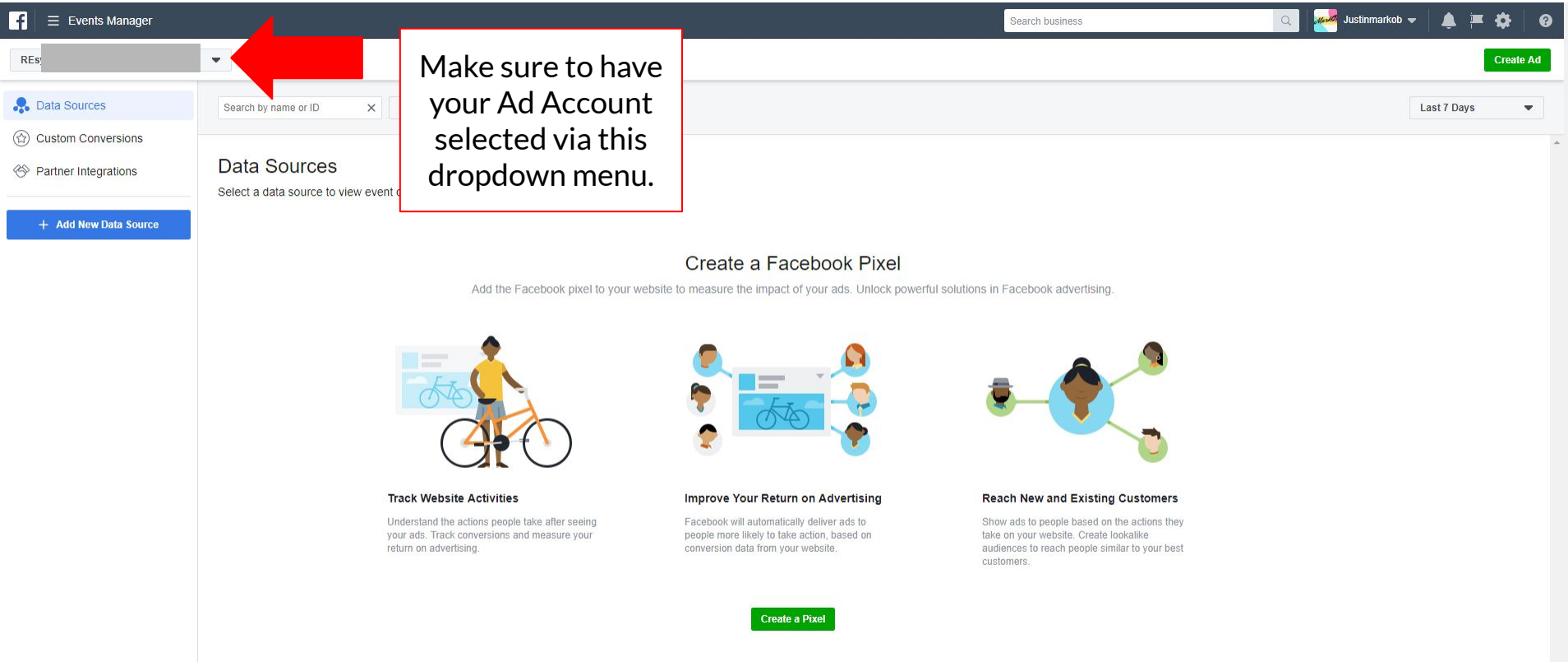
How to Create a Facebook Pixel

https://business.facebook.com/events_manager


Events Manager
Search business
Justinmarkob
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
Search by name or ID
Facebook Pixels
Last 7 Days
Data Sources
Select a data source to view event details, manage events, and resolve issues.
Create a Facebook Pixel
Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.
Track Website Activities
Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.
Improve Your Return on Advertising
Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.
Reach New and Existing Customers
Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best

Navigate to your **Events Manager** page.

How to Create a Facebook Pixel


Events Manager
Search business
Justinmarkob
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
Search by name or ID
Last 7 Days
Data Sources
Select a data source to view event
Make sure to have your Ad Account selected via this dropdown menu.
Create a Facebook Pixel
Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.
Track Website Activities
Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.
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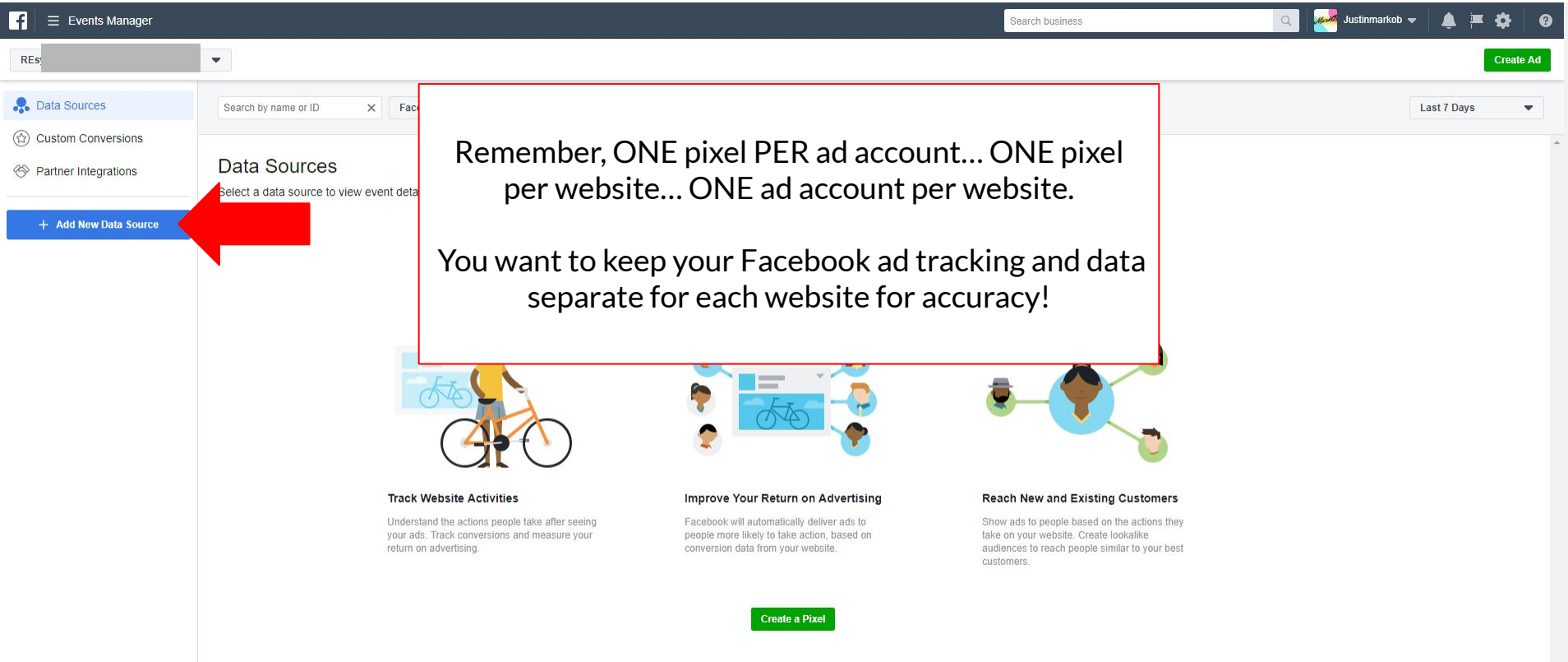
How to Create a Facebook Pixel


Events Manager
Search business
Justinmarkob
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
Search by name or ID
Last 7 Days
Data Sources
Remember, ONE pixel PER ad account… ONE pixel per website… ONE ad account per website.
You want to keep your Facebook ad tracking and data separate for each website for accuracy!
Track Website Activities
Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.
Improve Your Return on Advertising
Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.
Reach New and Existing Customers
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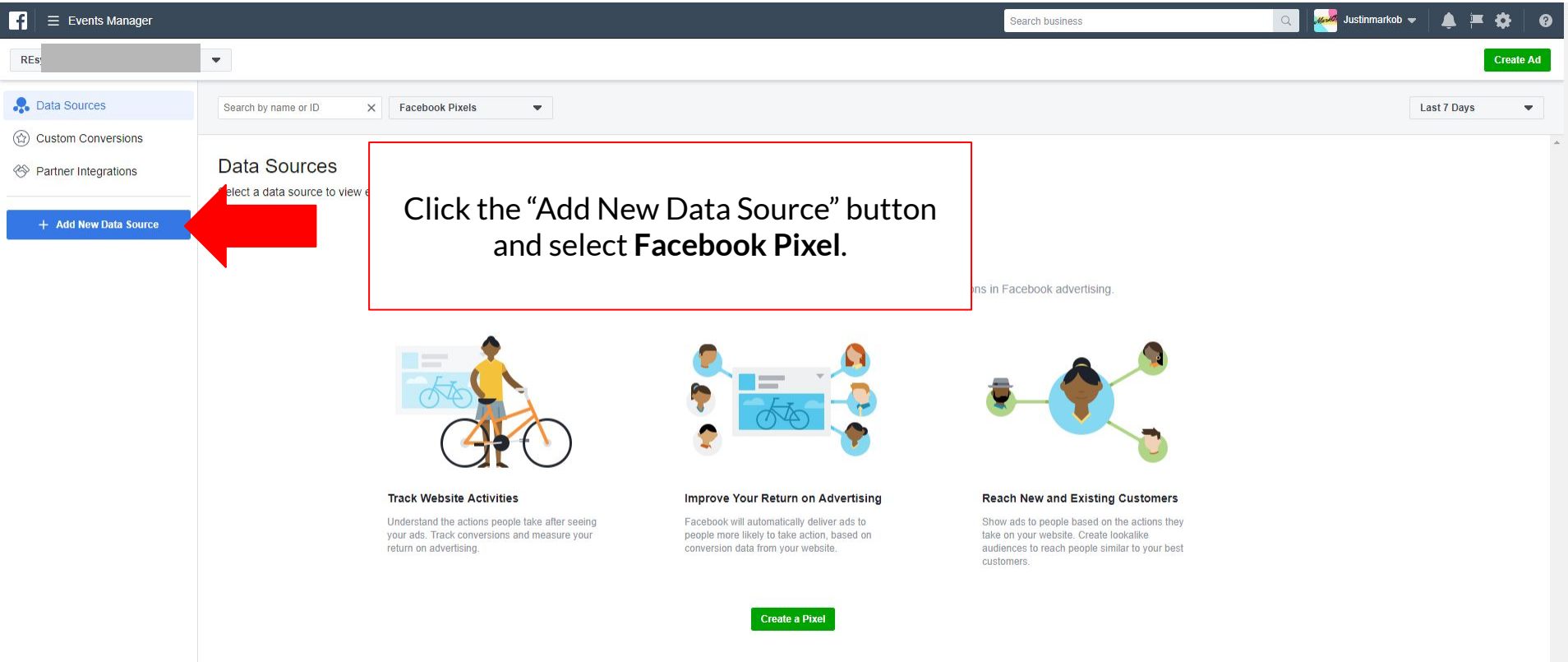
How to Create a Facebook Pixel


Events Manager
Search business
Justinmarkob
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
Search by name or ID
Facebook Pixels
Last 7 Days
Data Sources
Click the “Add New Data Source” button and select Facebook Pixel.
Track Website Activities
Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.
Improve Your Return on Advertising
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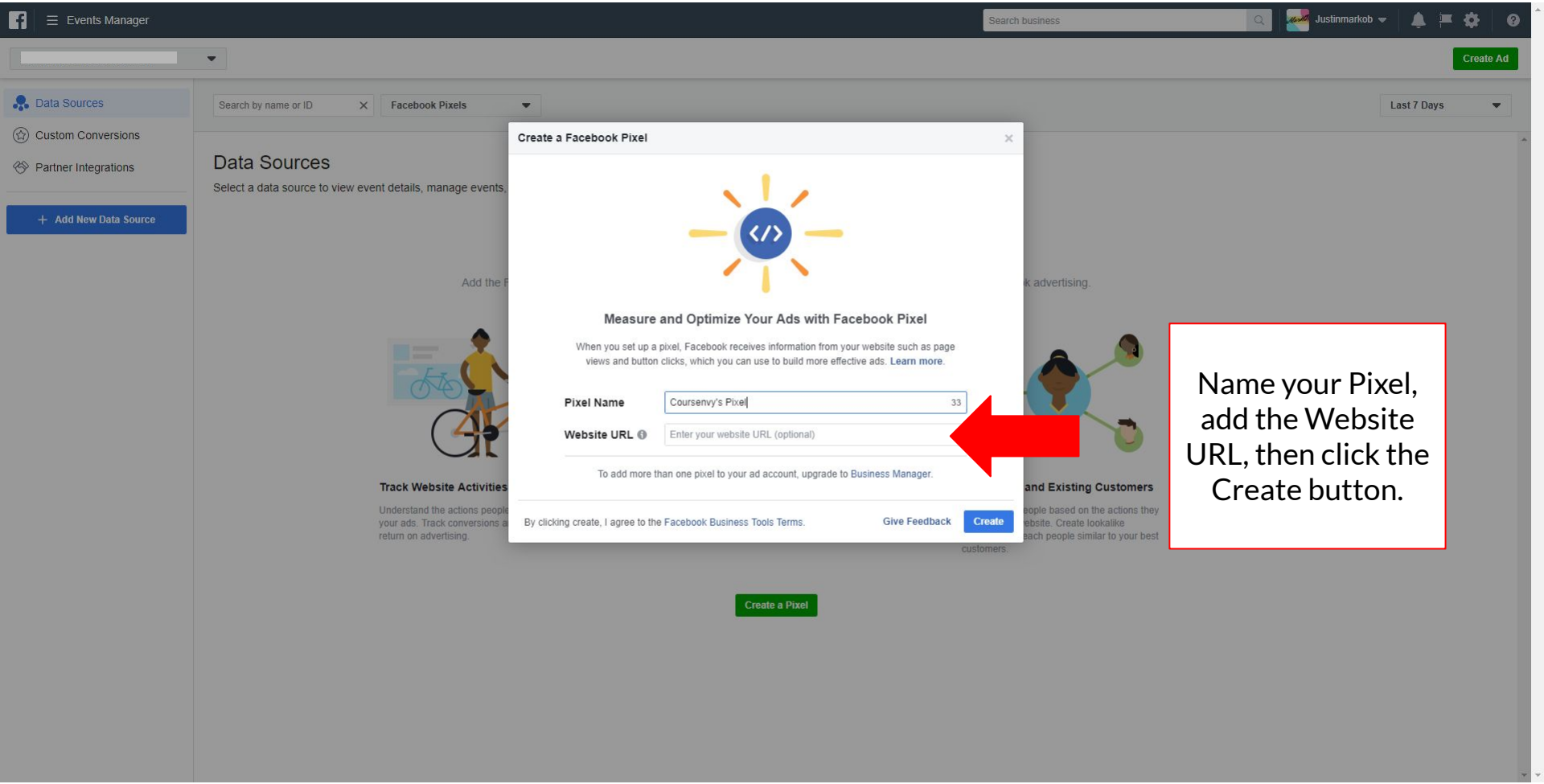
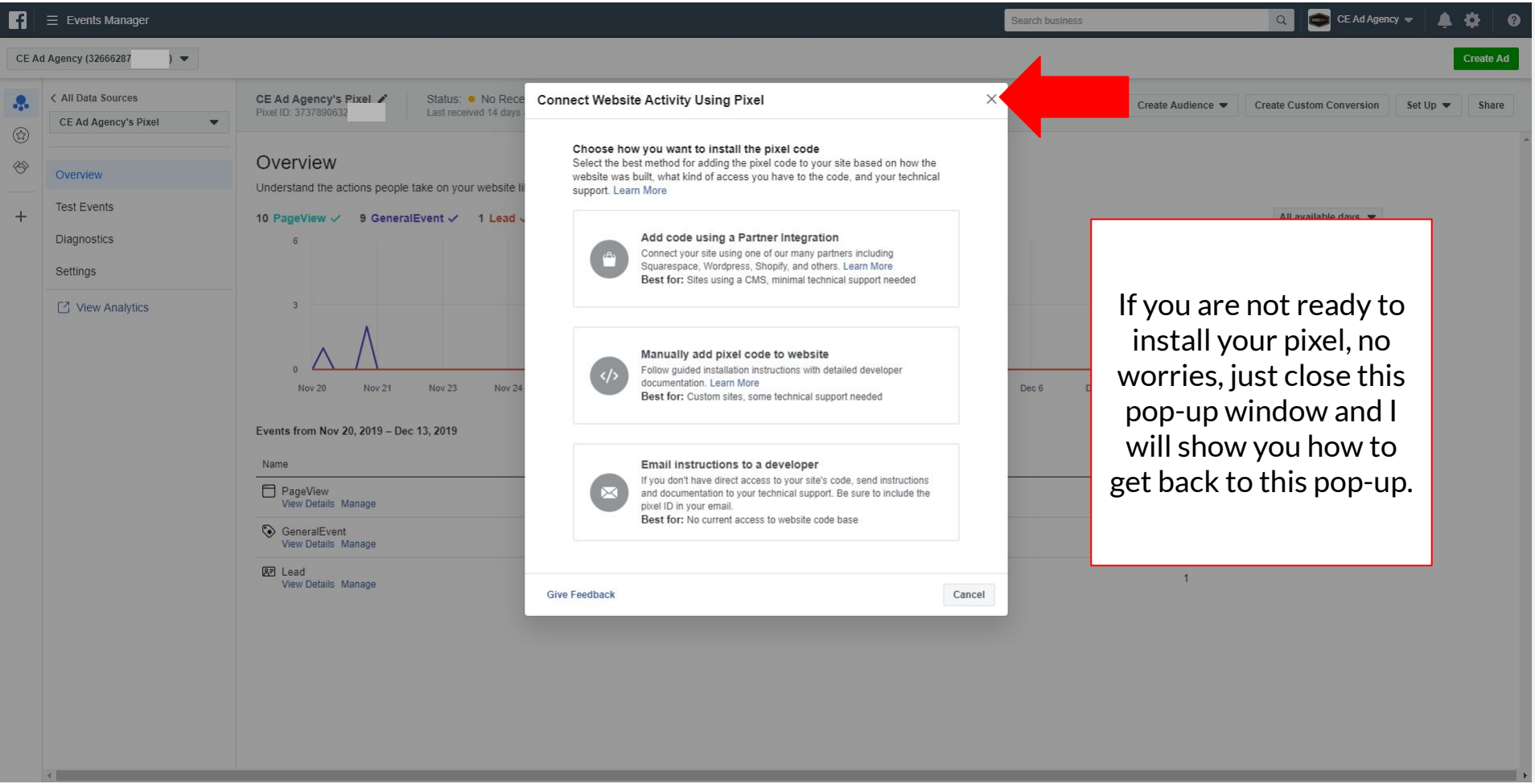
Create a Pixel


Events Manager
Search business
Justinmarkob
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
Search by name or ID
Facebook Pixels
Last 7 Days
Data Sources
Select a data source to view event details, manage events,
Create a Facebook Pixel
Measure and Optimize Your Ads with Facebook Pixel
When you set up a pixel, Facebook receives information from your website such as page views and button clicks, which you can use to build more effective ads. Learn more.
Pixel Name
Coursenvy's Pixel
33
Website URL
Enter your website URL (optional)
To add more than one pixel to your ad account, upgrade to Business Manager.
By clicking create, I agree to the Facebook Business Tools Terms.
Give Feedback
Create
Track Website Activities
and Existing Customers
Create a Pixel

Name your Pixel, add the Website URL, then click the Create button.


Events Manager
Search business
CE Ad Agency
CE Ad Agency (32666287)
Create Ad
All Data Sources
CE Ad Agency's Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
CE Ad Agency's Pixel
Pixel ID: 3737890632
Status: No Rece
Last received 14 days
Create Audience
Create Custom Conversion
Set Up
Share
Overview
Understand the actions people take on your website li
10 PageView
9 GeneralEvent
1 Lead
All available days
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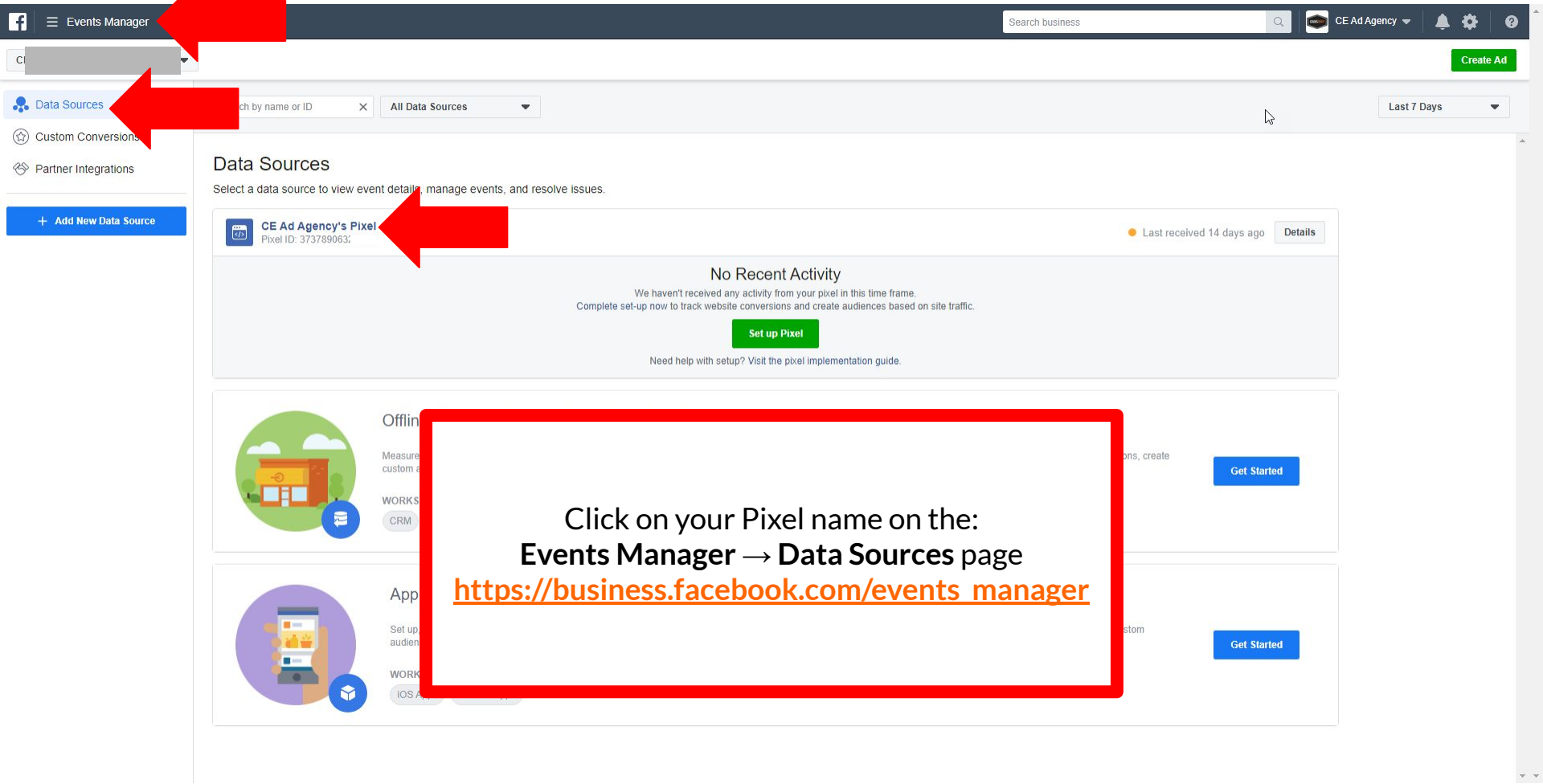
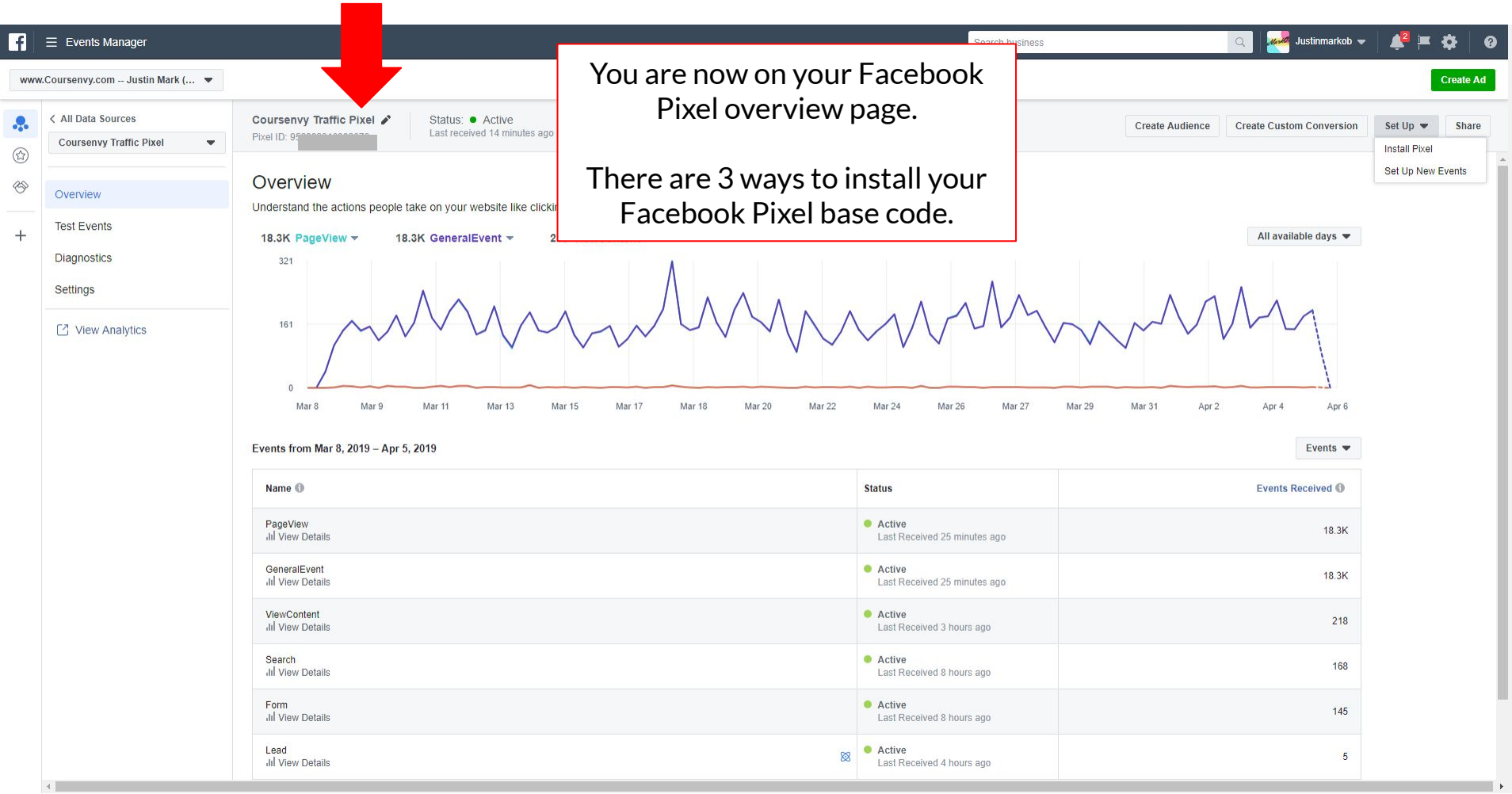
Nov 20
Nov 21
Nov 23
Nov 24
Dec 6
1
Events from Nov 20, 2019 – Dec 13, 2019
Name
PageView
View Details Manage
GeneralEvent
View Details Manage
Lead
View Details Manage
Connect Website Activity Using Pixel
Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. Learn More
Add code using a Partner Integration
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. Learn More
Best for: Sites using a CMS, minimal technical support needed
Manually add pixel code to website
Follow guided installation instructions with detailed developer documentation. Learn More
Best for: Custom sites, some technical support needed
Email instructions to a developer
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base
Give Feedback
Cancel

If you are not ready to install your pixel, no worries, just close this pop-up window and I will show you how to get back to this pop-up.


Events Manager
Search business
CE Ad Agency
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
All Data Sources
Last 7 Days
Data Sources
Select a data source to view event details, manage events, and resolve issues.
CE Ad Agency's Pixel
Pixel ID: 373789063
Last received 14 days ago
Details
No Recent Activity
We haven't received any activity from your pixel in this time frame.
Complete set-up now to track website conversions and create audiences based on site traffic.
Set up Pixel
Need help with setup? Visit the pixel implementation guide.
Get Started
Get Started
Click on your Pixel name on the:
Events Manager → Data Sources page
https://business.facebook.com/events_manager



You are now on your Facebook Pixel overview page.

There are 3 ways to install your Facebook Pixel base code.

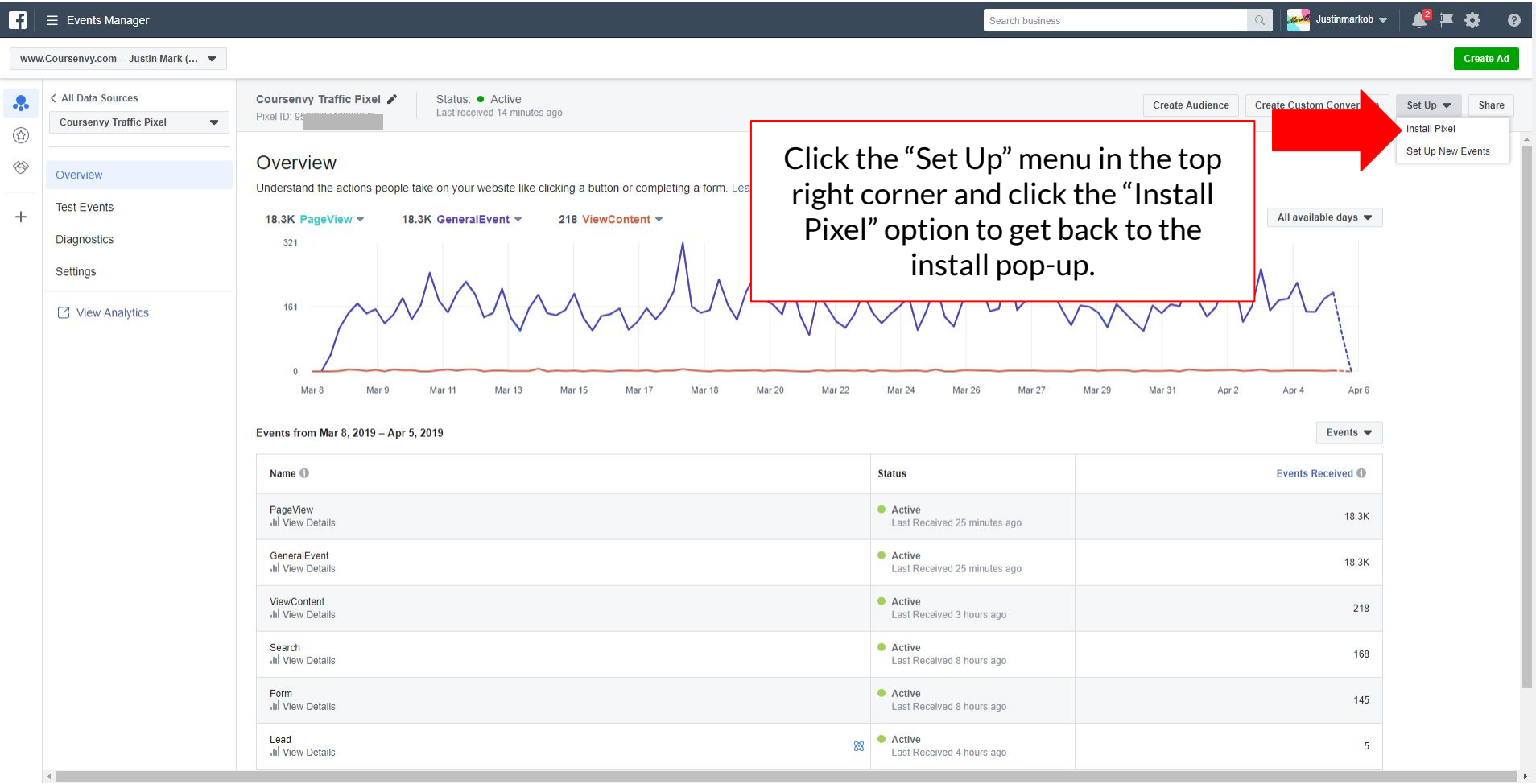
Installing the Facebook Pixel

If you have access to your website's code, you can add the Facebook pixel yourself or you can have your web developer do it.

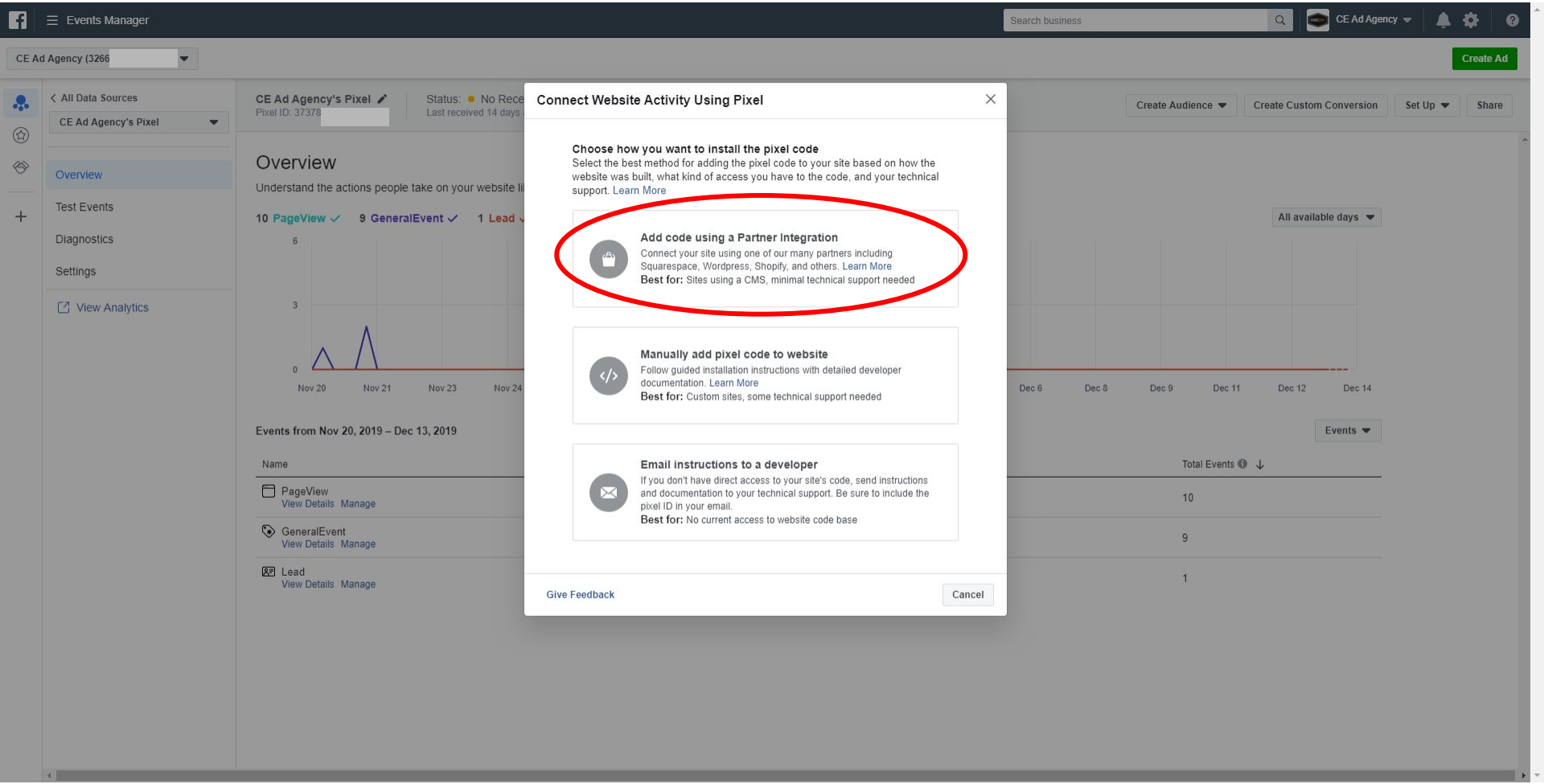
You will need to place the Facebook Pixel base code on all pages of your website. This is most easily done by pasting the Facebook Pixel base code ONCE in your websites header coding, before the closing head tag (</head>), therefore installing the pixel base code on every page of your site (since the your header file by default appears on every webpage).

Finally, you will add Facebook Standard Events to the pixel code on specific pages of your website, such as your cart page or your purchase confirmation page.

Install Facebook Pixel #1: Add Code Using a Partner Integration



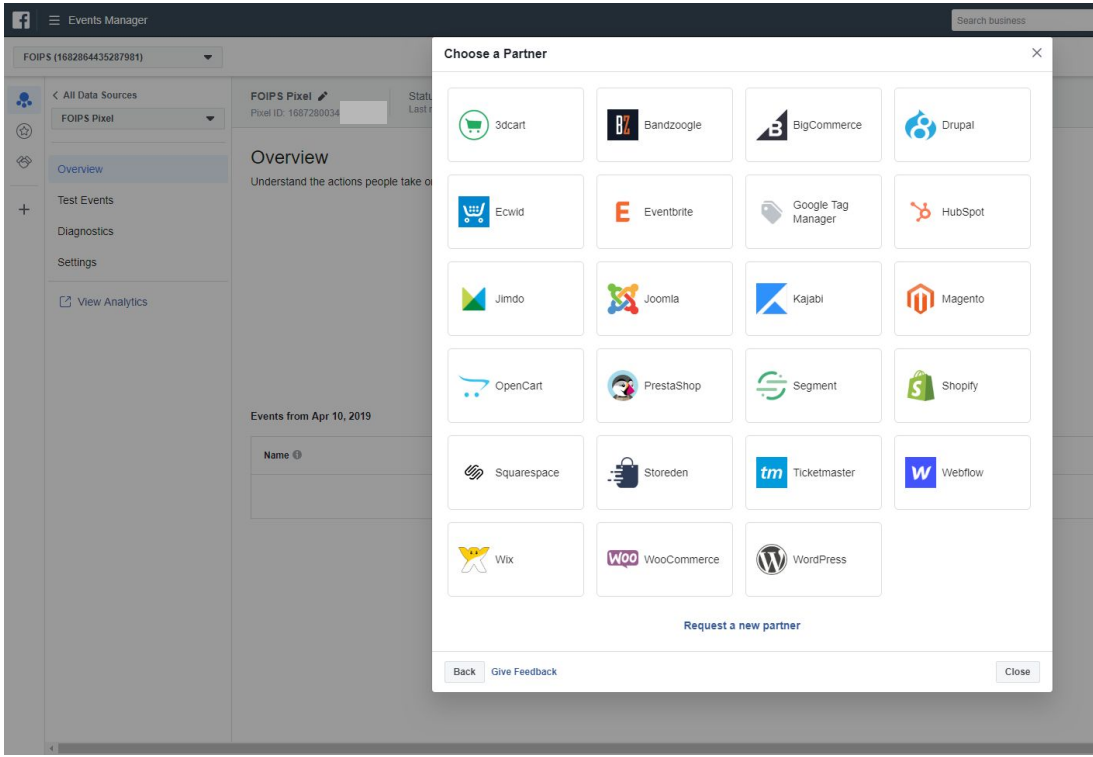
Click the “Set Up” menu in the top right corner and click the “Install Pixel” option to get back to the install pop-up.

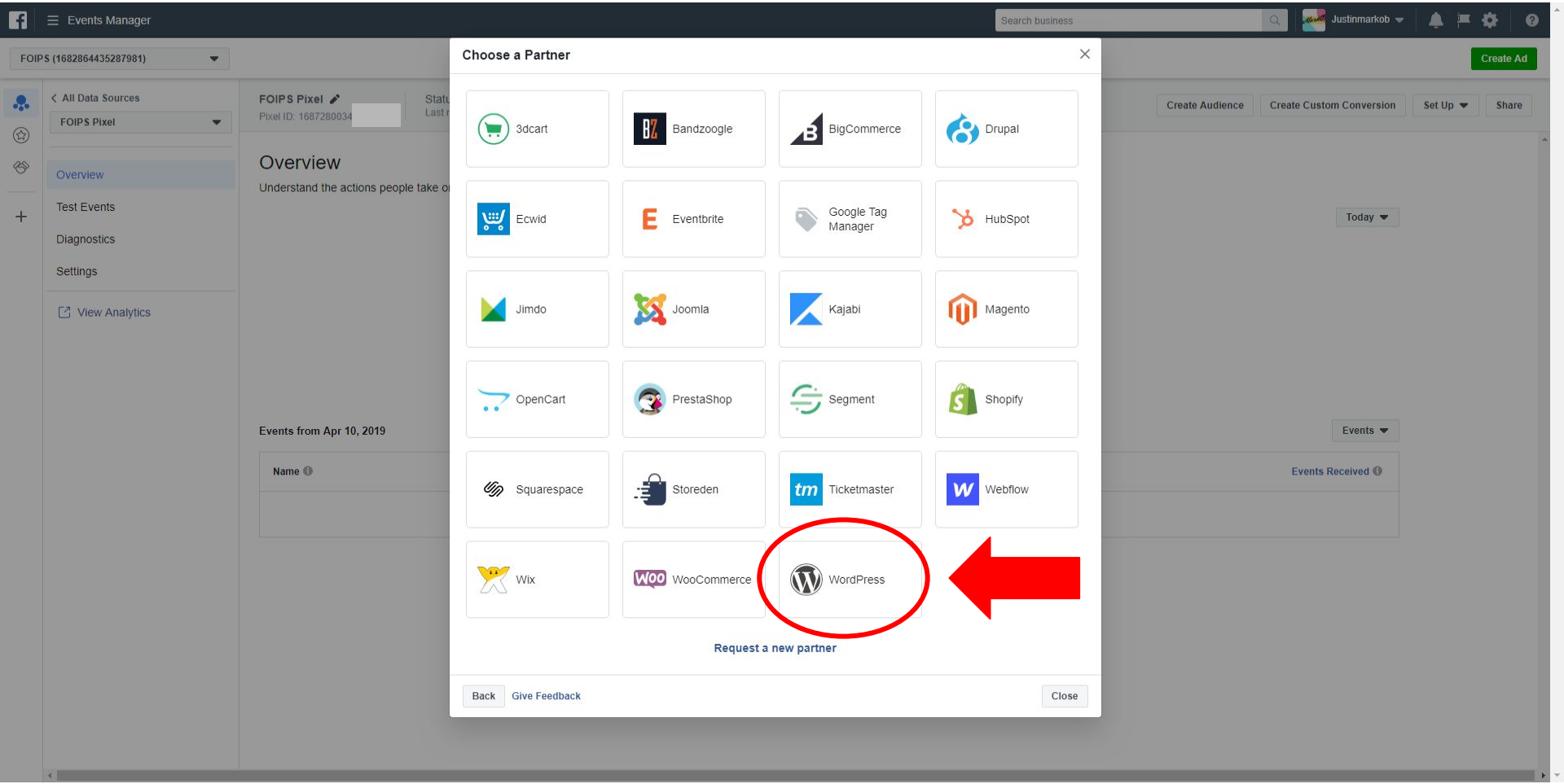

Events Manager
Search business
CE Ad Agency
Create Ad
All Data Sources
CE Ad Agency's Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
Create Audience
Create Custom Conversion
Set Up
Share
Overview
10 PageView
9 GeneralEvent
1 Lead
All available days
Nov 20
Nov 21
Nov 23
Dec 6
Dec 8
Dec 9
Dec 11
Dec 12
Dec 14
Events from Nov 20, 2019 – Dec 13, 2019
Events
Name
Total Events
PageView
View Details Manage
10
GeneralEvent
View Details Manage
9
Lead
View Details Manage
1
Connect Website Activity Using Pixel
Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. Learn More
Add code using a Partner Integration
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. Learn More
Best for: Sites using a CMS, minimal technical support needed
Manually add pixel code to website
Follow guided installation instructions with detailed developer documentation. Learn More
Best for: Custom sites, some technical support needed
Email instructions to a developer
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base
Give Feedback
Cancel

Choose a Partner

The need for manually installing the Facebook Pixel code on your website is rare these days as Facebook has a ton of software integrations in place for automatic installation of your pixel.

Facebook Partner Integrations: https://www.facebook.com/business/help/226398427762487




Events Manager
Search business
Justinmarkob
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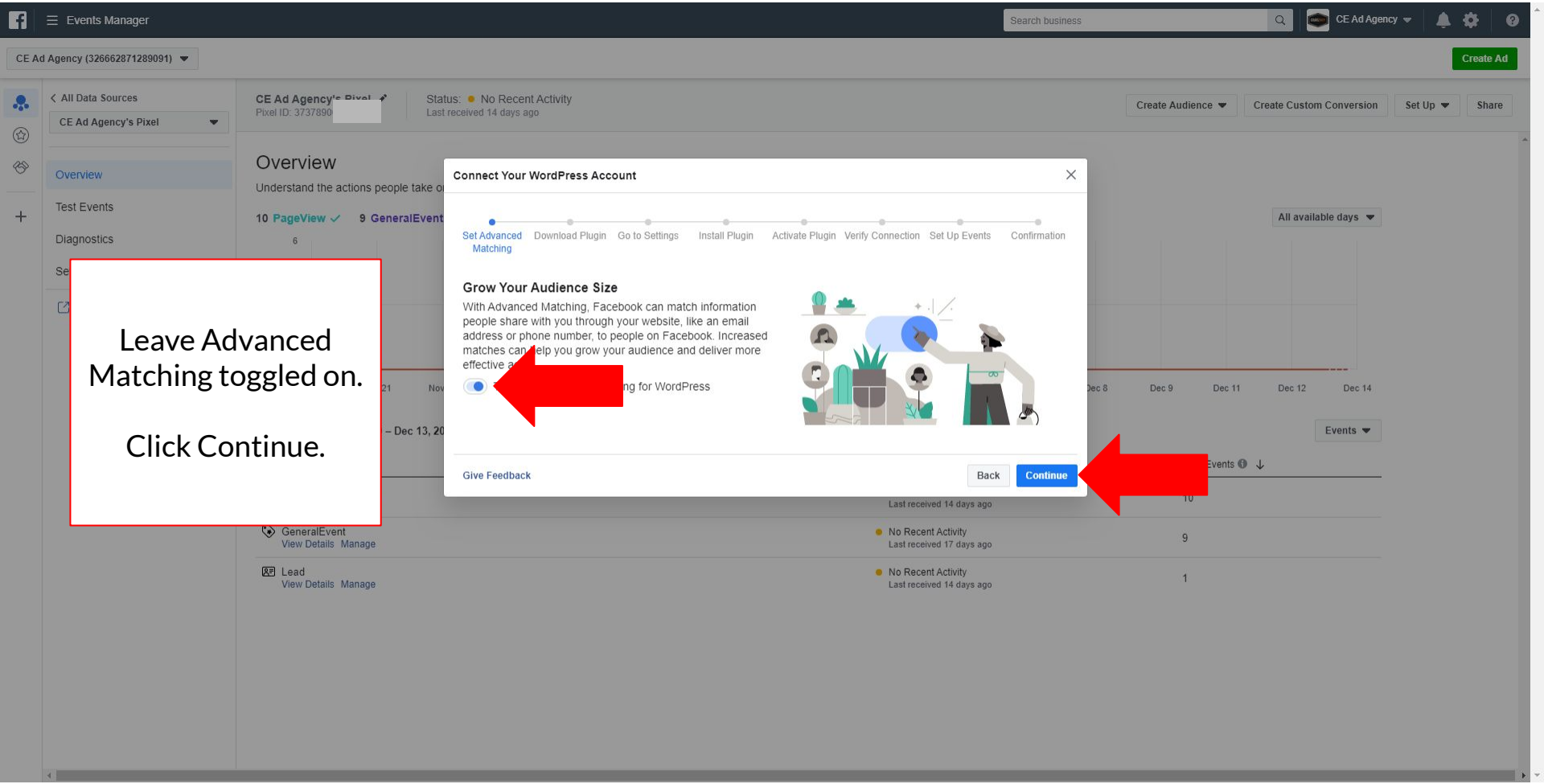
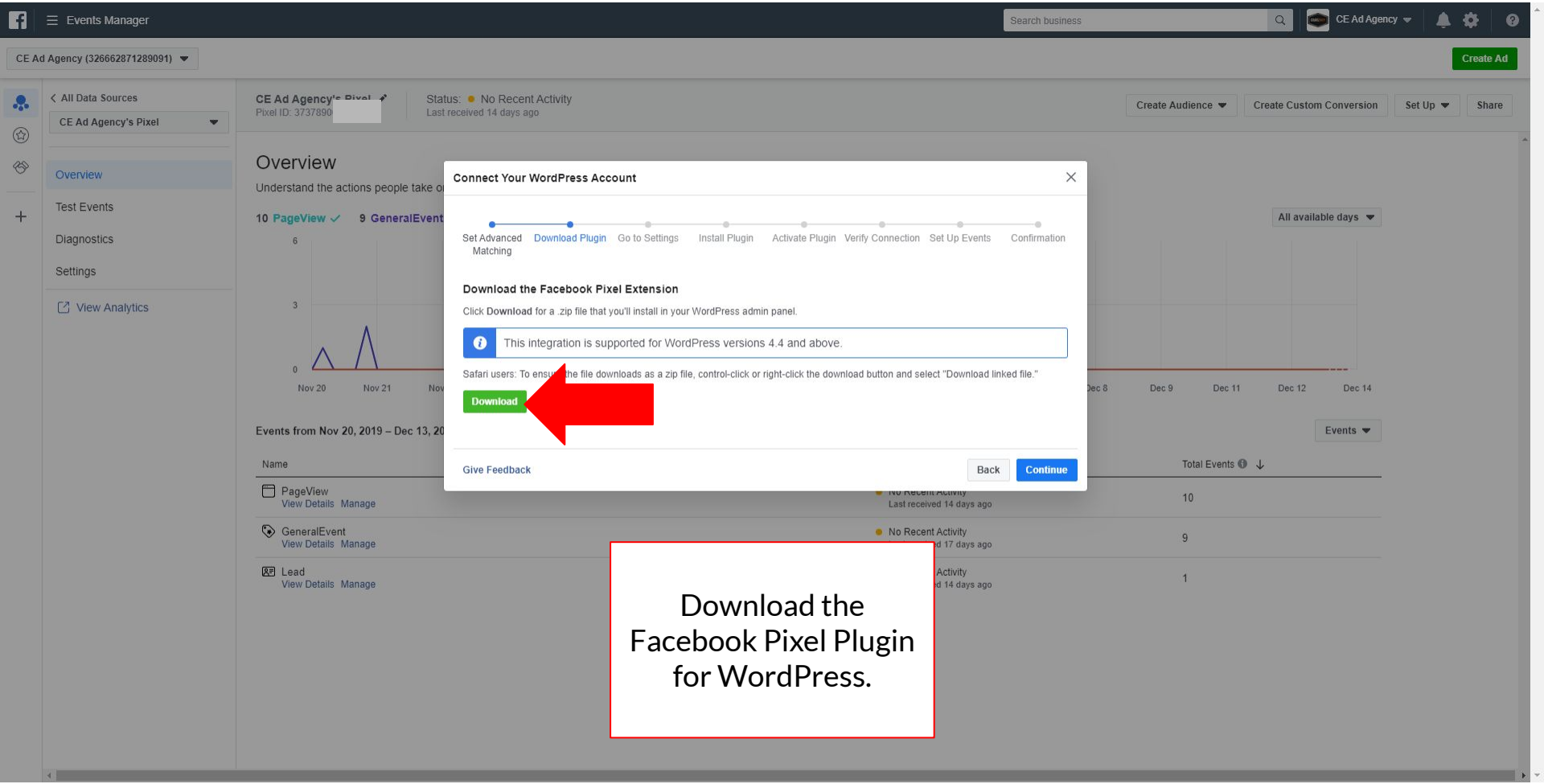
Create Ad
All Data Sources
FOIPS Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
FOIPS Pixel
Pixel ID: 1687280034
Create Audience
Create Custom Conversion
Set Up
Share
Overview
Understand the actions people take o
Today
Events from Apr 10, 2019
Events
Name
Events Received
Choose a Partner
3dcart
Bandzoogle
BigCommerce
Drupal
Ecwid
Eventbrite
Google Tag Manager
HubSpot
Jimdo
Joomla
Kajabi
Magento
OpenCart
PrestaShop
Segment
Shopify
Squarespace
Storeden
Ticketmaster
Webflow
Wix
WooCommerce
WordPress
Request a new partner
Back
Give Feedback
Close



Leave Advanced Matching toggled on.

Click Continue.

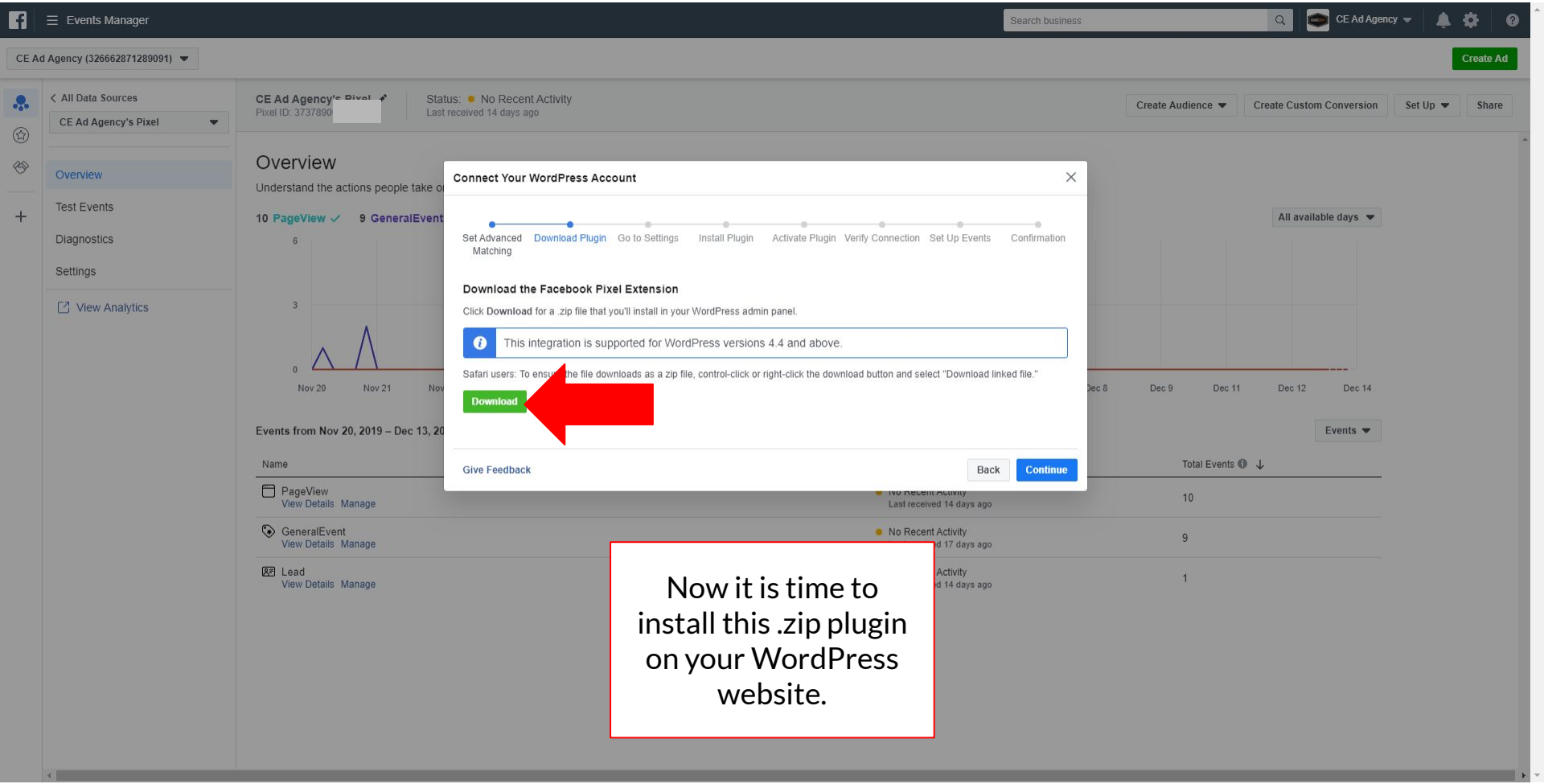

Events Manager
Search business
CE Ad Agency
CE Ad Agency (326662871289091)
Create Ad
All Data Sources
CE Ad Agency's Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
Status: No Recent Activity
Last received 14 days ago
Create Audience
Create Custom Conversion
Set Up
Share
Overview
10 PageView
9 GeneralEvent
All available days
Connect Your WordPress Account
Set Advanced Matching
Download Plugin
Go to Settings
Install Plugin
Activate Plugin
Verify Connection
Set Up Events
Confirmation
Download the Facebook Pixel Extension
Click Download for a .zip file that you'll install in your WordPress admin panel.
This integration is supported for WordPress versions 4.4 and above.
Safari users: To ensure the file downloads as a zip file, control-click or right-click the download button and select "Download linked file."
Download
Give Feedback
Back
Continue
Events from Nov 20, 2019 – Dec 13, 20
Events
Name
Total Events
PageView
View Details Manage
10
GeneralEvent
View Details Manage
No Recent Activity
9
Lead
View Details Manage
1
Download the Facebook Pixel Plugin for WordPress.

How to Install WordPress on your Domain

The content management system (CMS) we use for nearly ALL of our clients is **WordPress**!

It is free to install, has a ton of modern themes to choose from (most for free), supports the ecommerce plugin WooCommerce, I could go on all day about the benefits of WordPress (especially over the CMS platforms that charge you monthly fees like Shopify or Squarespace).

Learn how to install WordPress on your domain in just 3 MINUTES at this blog post:
https://www.coursenvy.com/how-to-build-a-website-in-3-minutes-coding-a-website-for-beginners


Events Manager
Search business
CE Ad Agency
CE Ad Agency (326662871289091)
Create Ad
All Data Sources
CE Ad Agency's Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
Status: No Recent Activity
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Create Custom Conversion
Set Up
Share
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All available days
Connect Your WordPress Account
Set Advanced Matching
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Download the Facebook Pixel Extension
Click Download for a .zip file that you'll install in your WordPress admin panel.
This integration is supported for WordPress versions 4.4 and above.
Safari users: To ensure the file downloads as a zip file, control-click or right-click the download button and select "Download linked file."
Download
Give Feedback
Back
Continue
Events from Nov 20, 2019 – Dec 13, 20
Events
Name
Total Events
PageView
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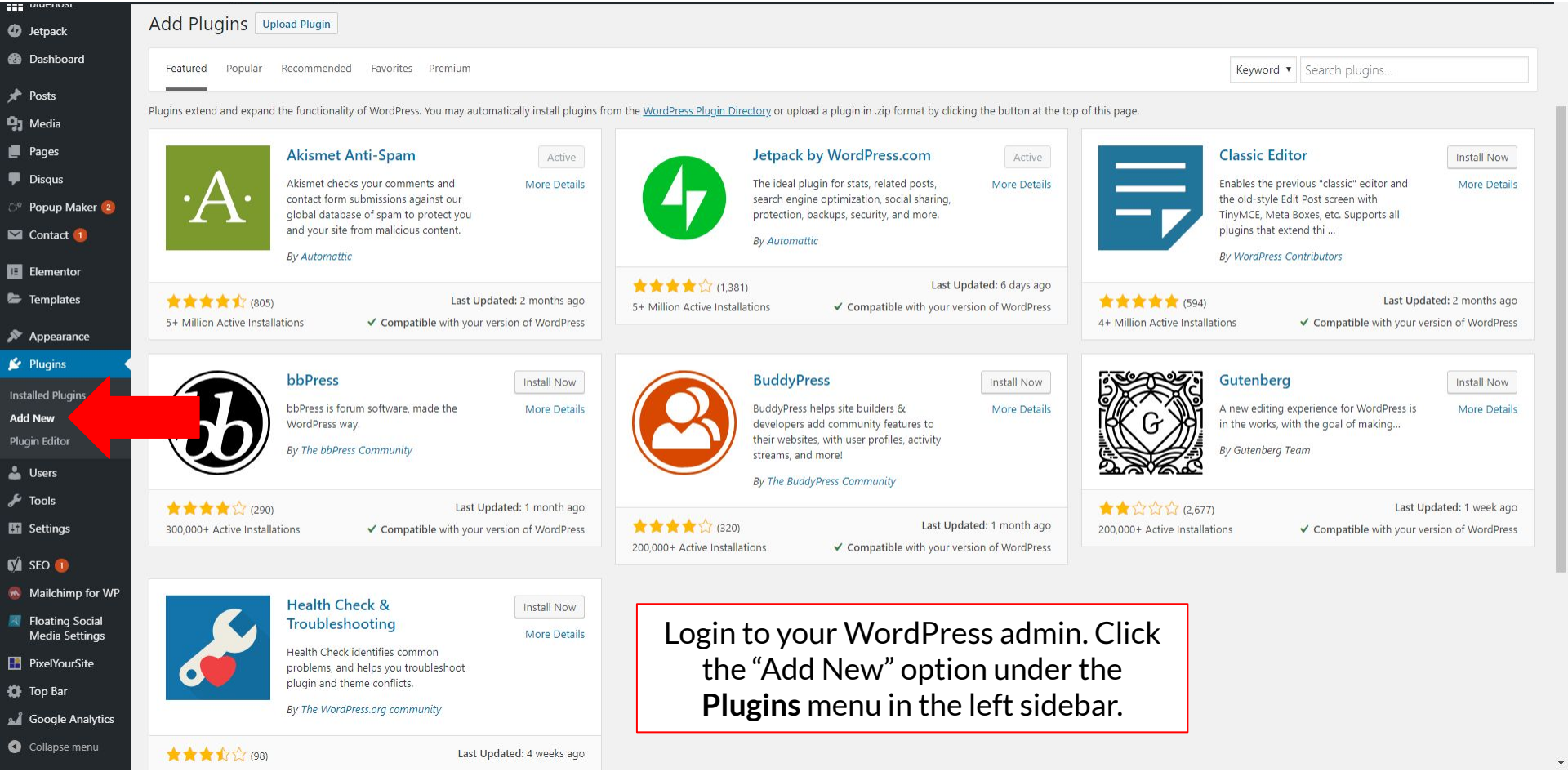
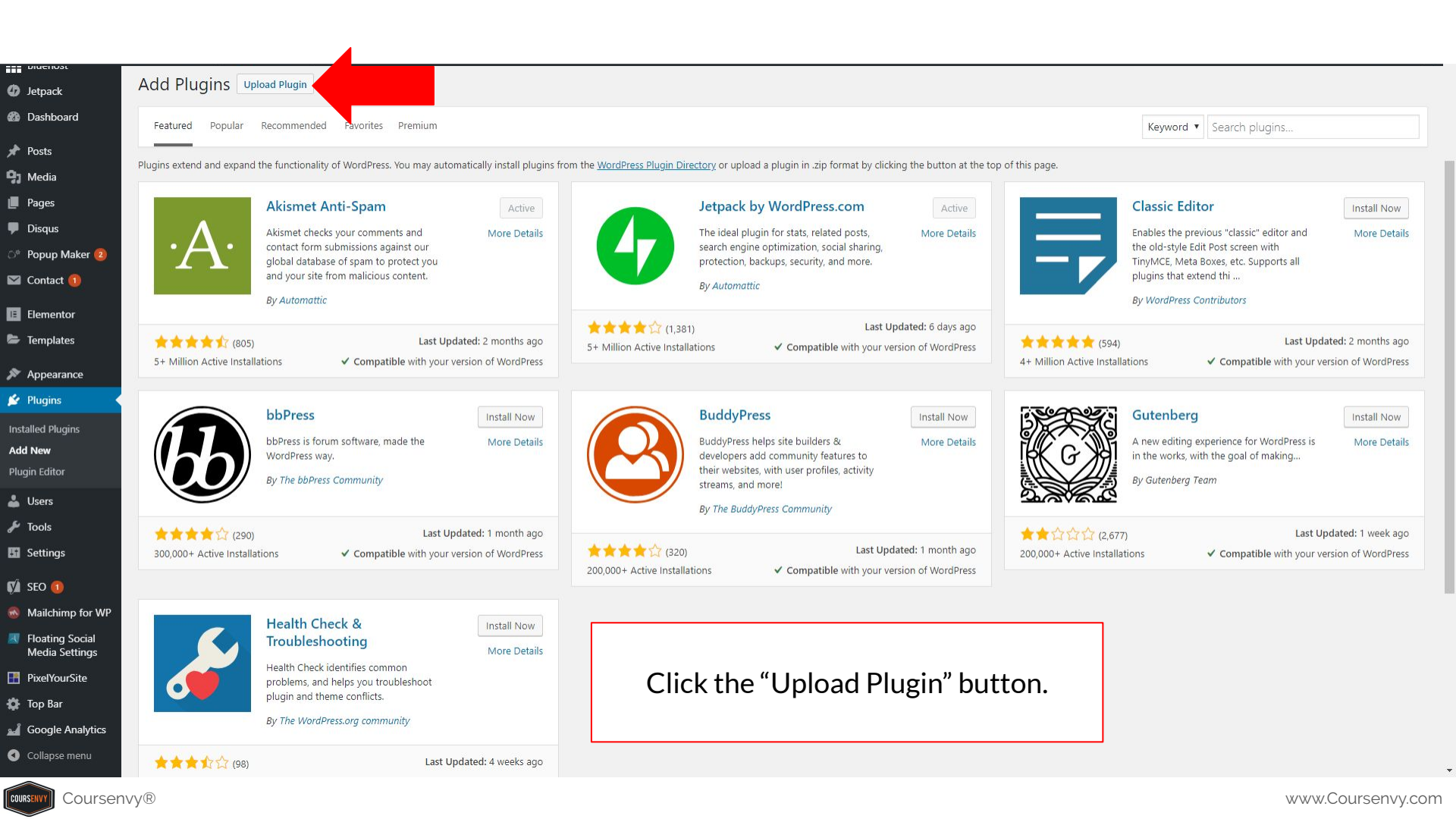
10
GeneralEvent
View Details Manage
No Recent Activity
9
Lead
View Details Manage
1
Nov 20
Nov 21
Dec 8
Dec 9
Dec 11
Dec 12
Dec 14
Now it is time to install this .zip plugin on your WordPress website.


Add Plugins
Upload Plugin
Featured
Popular
Recommended
Favorites
Premium
Keyword
Search plugins...
Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the WordPress Plugin Directory or upload a plugin in .zip format by clicking the button at the top of this page.
Akismet Anti-Spam
Active
More Details
Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.
By Automattic
(805)
5+ Million Active Installations
Last Updated: 2 months ago
Compatible with your version of WordPress
Jetpack by WordPress.com
Active
More Details
The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.
By Automattic
(1,381)
5+ Million Active Installations
Last Updated: 6 days ago
Compatible with your version of WordPress
Classic Editor
Install Now
More Details
Enables the previous "classic" editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports all plugins that extend thi ...
By WordPress Contributors
(594)
4+ Million Active Installations
Last Updated: 2 months ago
Compatible with your version of WordPress
bbPress
Install Now
More Details
bbPress is forum software, made the WordPress way.
By The bbPress Community
(290)
300,000+ Active Installations
Last Updated: 1 month ago
Compatible with your version of WordPress
BuddyPress
Install Now
More Details
BuddyPress helps site builders & developers add community features to their websites, with user profiles, activity streams, and more!
By The BuddyPress Community
(320)
200,000+ Active Installations
Last Updated: 1 month ago
Compatible with your version of WordPress
Gutenberg
Install Now
More Details
A new editing experience for WordPress is in the works, with the goal of making...
By Gutenberg Team
(2,677)
200,000+ Active Installations
Last Updated: 1 week ago
Compatible with your version of WordPress
Health Check & Troubleshooting
Install Now
More Details
Health Check identifies common problems, and helps you troubleshoot plugin and theme conflicts.
By The WordPress.org community
(98)
Last Updated: 4 weeks ago
Jetpack
Dashboard
Posts
Media
Pages
Disqus
Popup Maker 2
Contact 1
Elementor
Templates
Appearance
Plugins
Installed Plugins
Add New
Plugin Editor
Users
Tools
Settings
SEO 1
Mailchimp for WP
Floating Social Media Settings
PixelYourSite
Top Bar
Google Analytics
Collapse menu
Login to your WordPress admin. Click the “Add New” option under the Plugins menu in the left sidebar.


Add Plugins
Upload Plugin
Featured
Popular
Recommended
Favorites
Premium
Keyword
Search plugins...
Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the WordPress Plugin Directory or upload a plugin in .zip format by clicking the button at the top of this page.
Akismet Anti-Spam
Active
More Details
Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.
By Automattic
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5+ Million Active Installations
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Jetpack by WordPress.com
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BuddyPress helps site builders & developers add community features to their websites, with user profiles, activity streams, and more!
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(320)
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Health Check & Troubleshooting
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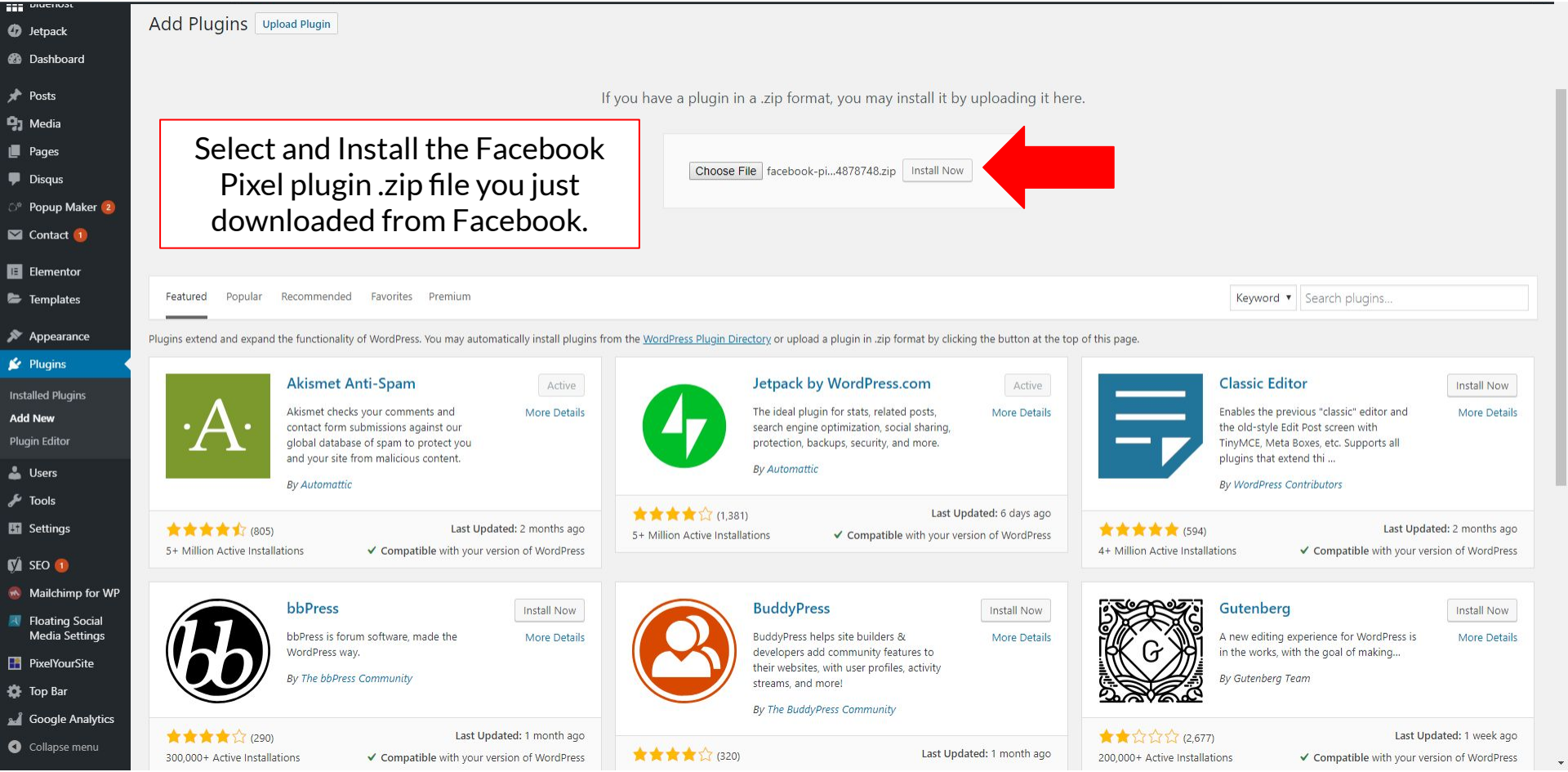
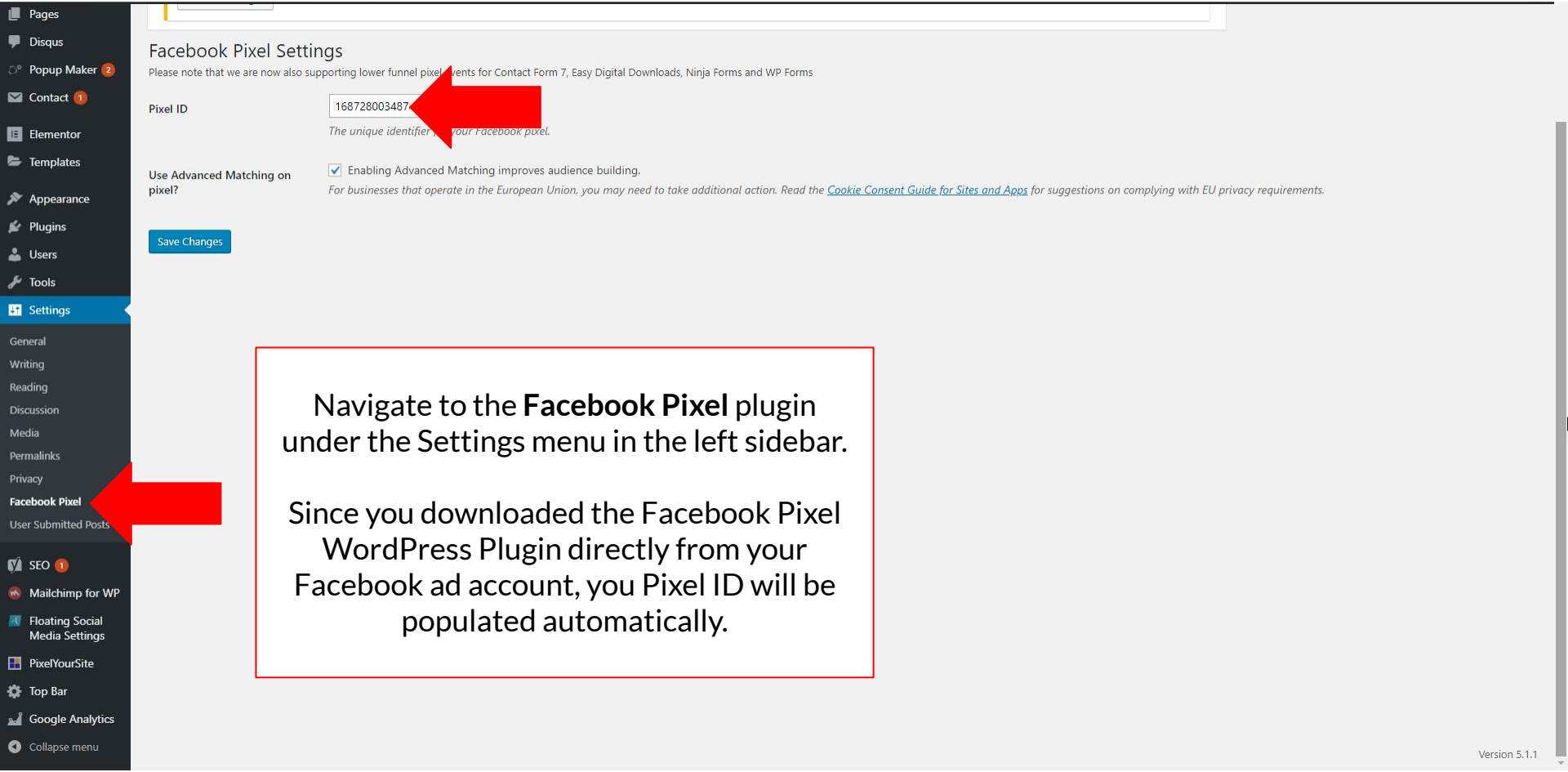
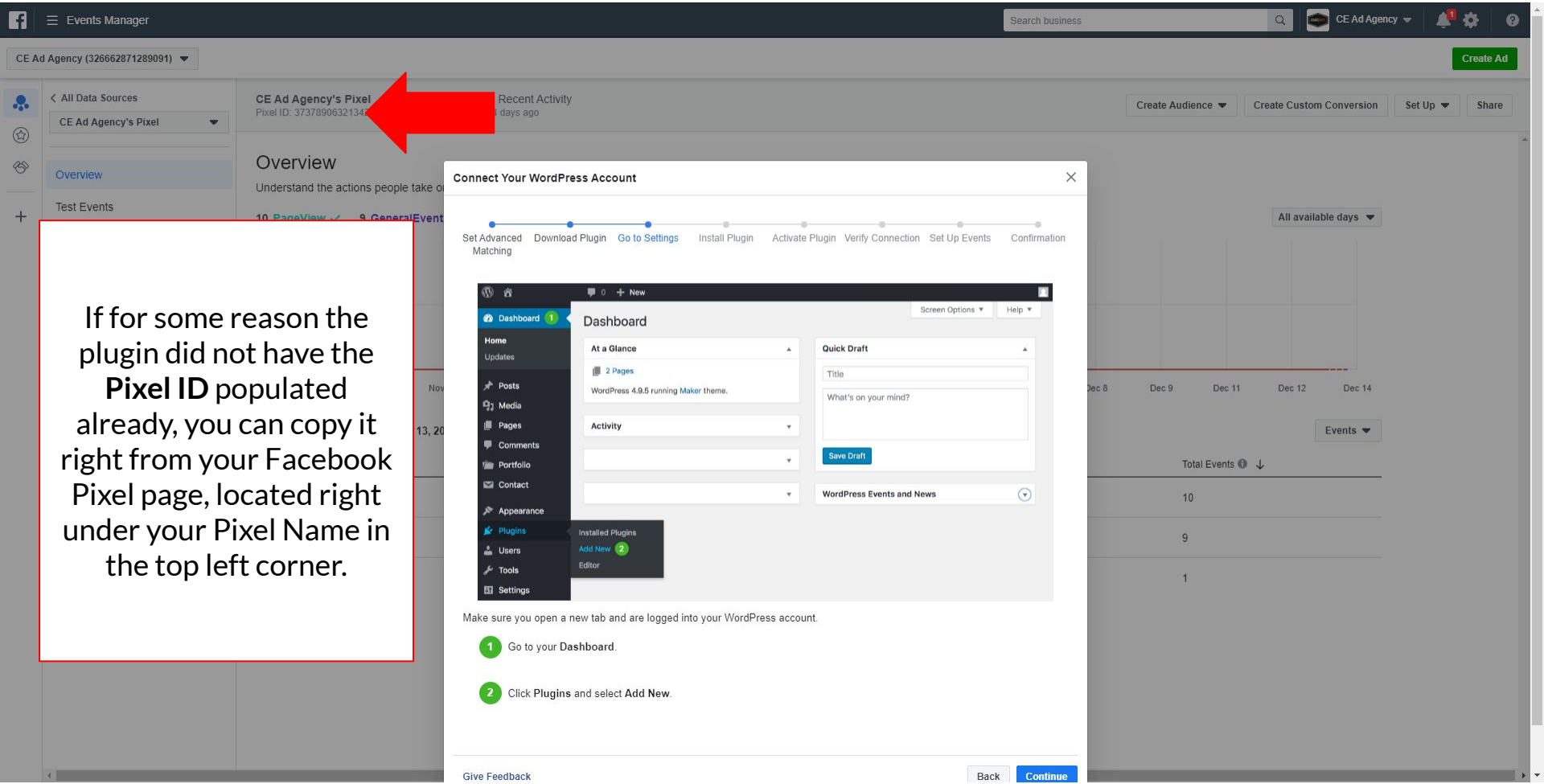
More Details
Health Check identifies common problems, and helps you troubleshoot plugin and theme conflicts.
By The WordPress.org community
(98)
Last Updated: 4 weeks ago
Click the “Upload Plugin” button.
Jetpack
Dashboard
Posts
Media
Pages
Disqus
Popup Maker
Contact
Elementor
Templates
Appearance
Plugins
Installed Plugins
Add New
Plugin Editor
Users
Tools
Settings
SEO
Mailchimp for WP
Floating Social Media Settings
PixelYourSite
Top Bar
Google Analytics
Collapse menu

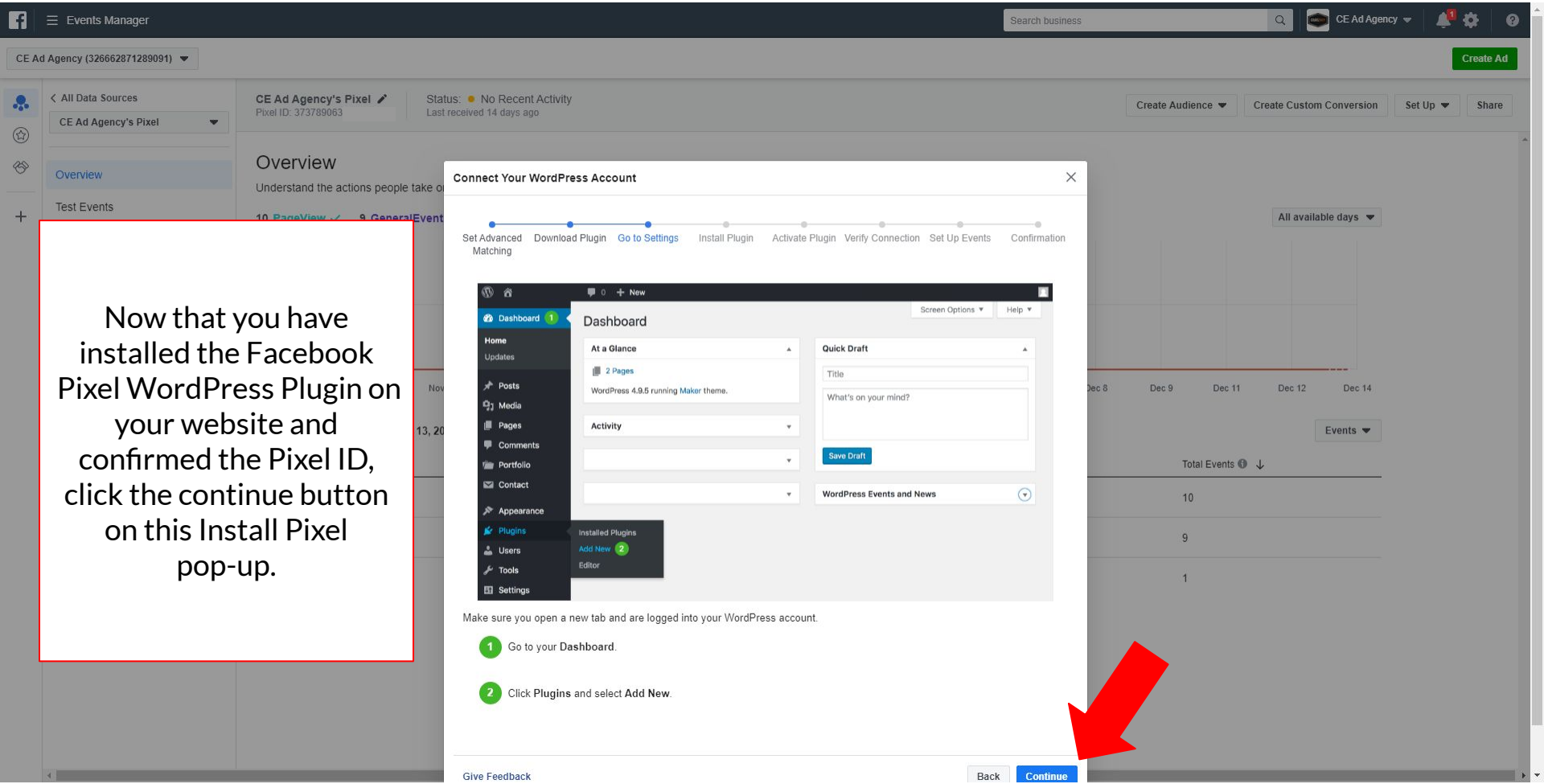

Add Plugins
Upload Plugin
If you have a plugin in a .zip format, you may install it by uploading it here.
Select and Install the Facebook Pixel plugin .zip file you just downloaded from Facebook.
Choose File
facebook-pi...4878748.zip
Install Now
Featured
Popular
Recommended
Favorites
Premium
Keyword
Search plugins...
Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the WordPress Plugin Directory or upload a plugin in .zip format by clicking the button at the top of this page.
Akismet Anti-Spam
Active
More Details
Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.
By Automattic
(805)
5+ Million Active Installations
Last Updated: 2 months ago
Compatible with your version of WordPress
Jetpack by WordPress.com
Active
More Details
The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.
By Automattic
(1,381)
5+ Million Active Installations
Last Updated: 6 days ago
Compatible with your version of WordPress
Classic Editor
Install Now
More Details
Enables the previous "classic" editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports all plugins that extend thi ...
By WordPress Contributors
(594)
4+ Million Active Installations
Last Updated: 2 months ago
Compatible with your version of WordPress
bbPress
Install Now
More Details
bbPress is forum software, made the WordPress way.
By The bbPress Community
(290)
300,000+ Active Installations
Last Updated: 1 month ago
Compatible with your version of WordPress
BuddyPress
Install Now
More Details
BuddyPress helps site builders & developers add community features to their websites, with user profiles, activity streams, and more!
By The BuddyPress Community
(320)
Last Updated: 1 month ago
Gutenberg
Install Now
More Details
A new editing experience for WordPress is in the works, with the goal of making...
By Gutenberg Team
(2,677)
200,000+ Active Installations
Last Updated: 1 week ago
Compatible with your version of WordPress
Jetpack
Dashboard
Posts
Media
Pages
Disqus
Popup Maker
Contact
Elementor
Templates
Appearance
Plugins
Installed Plugins
Add New
Plugin Editor
Users
Tools
Settings
SEO
Mailchimp for WP
Floating Social Media Settings
PixelYourSite
Top Bar
Google Analytics
Collapse menu

Activate the WordPress Plugin

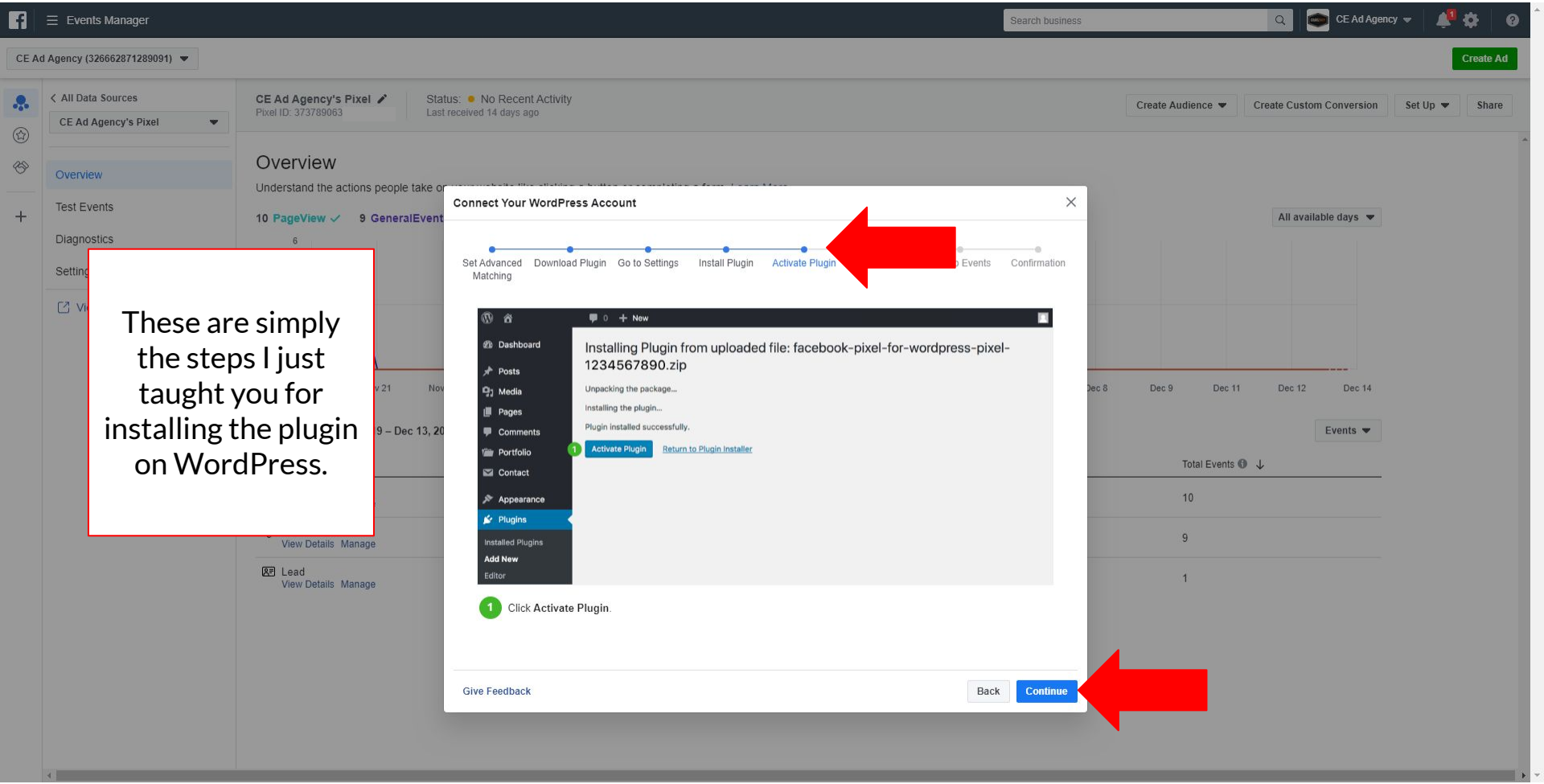

Pages
Disqus
Popup Maker 2
Contact 1
Elementor
Templates
Appearance
Plugins
Users
Tools
Settings
General
Writing
Reading
Discussion
Media
Permalinks
Privacy
Facebook Pixel
User Submitted Posts
SEO 1
Mailchimp for WP
Floating Social Media Settings
PixelYourSite
Top Bar
Google Analytics
Collapse menu
Facebook Pixel Settings
Please note that we are now also supporting lower funnel pixel events for Contact Form 7, Easy Digital Downloads, Ninja Forms and WP Forms
Pixel ID
168728003487
The unique identifier for your Facebook pixel.
Use Advanced Matching on pixel?
Enabling Advanced Matching improves audience building.
For businesses that operate in the European Union, you may need to take additional action. Read the Cookie Consent Guide for Sites and Apps for suggestions on complying with EU privacy requirements.
Save Changes
Navigate to the Facebook Pixel plugin under the Settings menu in the left sidebar.
Since you downloaded the Facebook Pixel WordPress Plugin directly from your Facebook ad account, you Pixel ID will be populated automatically.
Version 5.1.1

If for some reason the plugin did not have the **Pixel ID** populated already, you can copy it right from your Facebook Pixel page, located right under your Pixel Name in the top left corner.

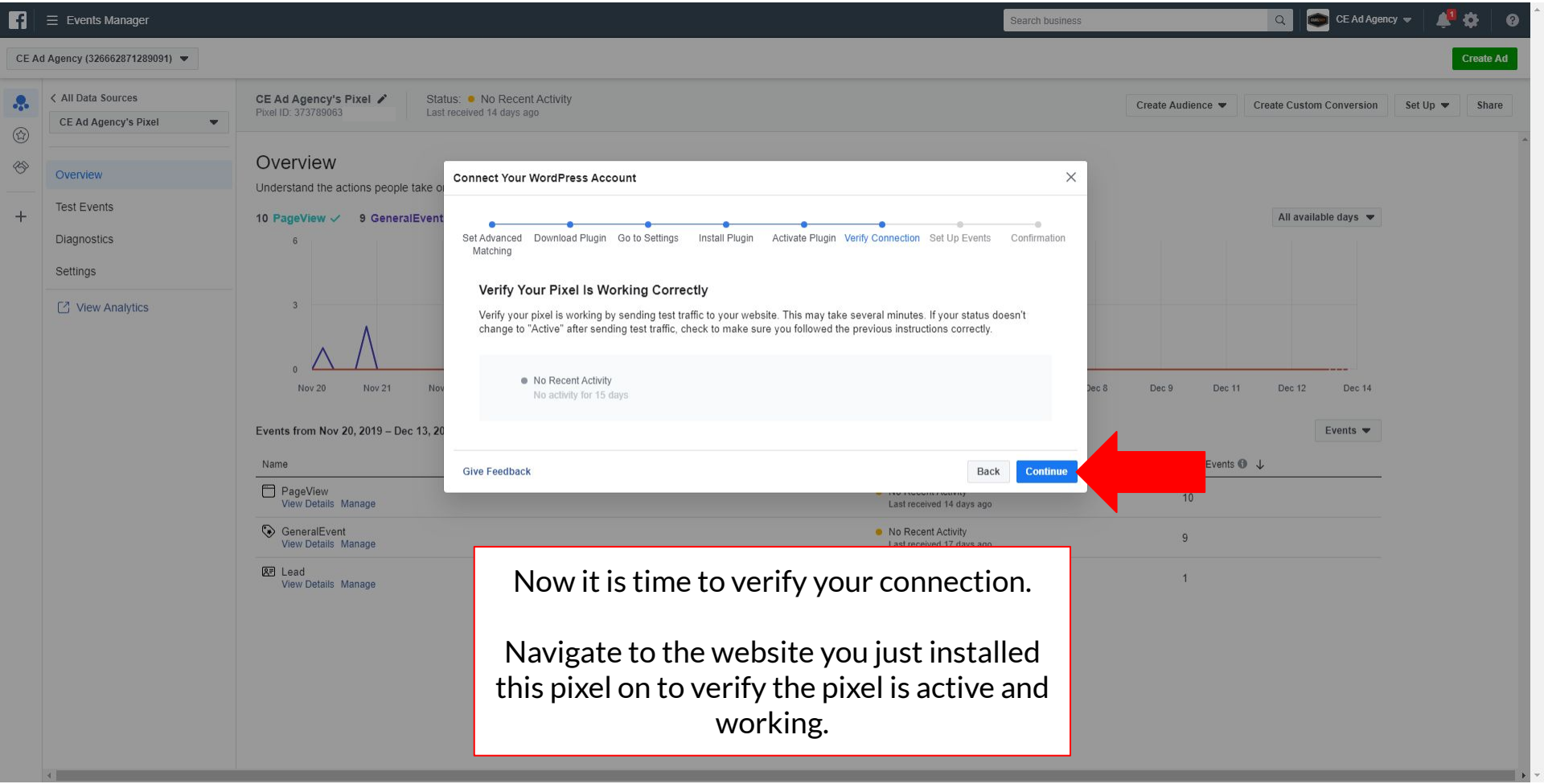




Now that you have installed the Facebook Pixel WordPress Plugin on your website and confirmed the Pixel ID, click the continue button on this Install Pixel pop-up.

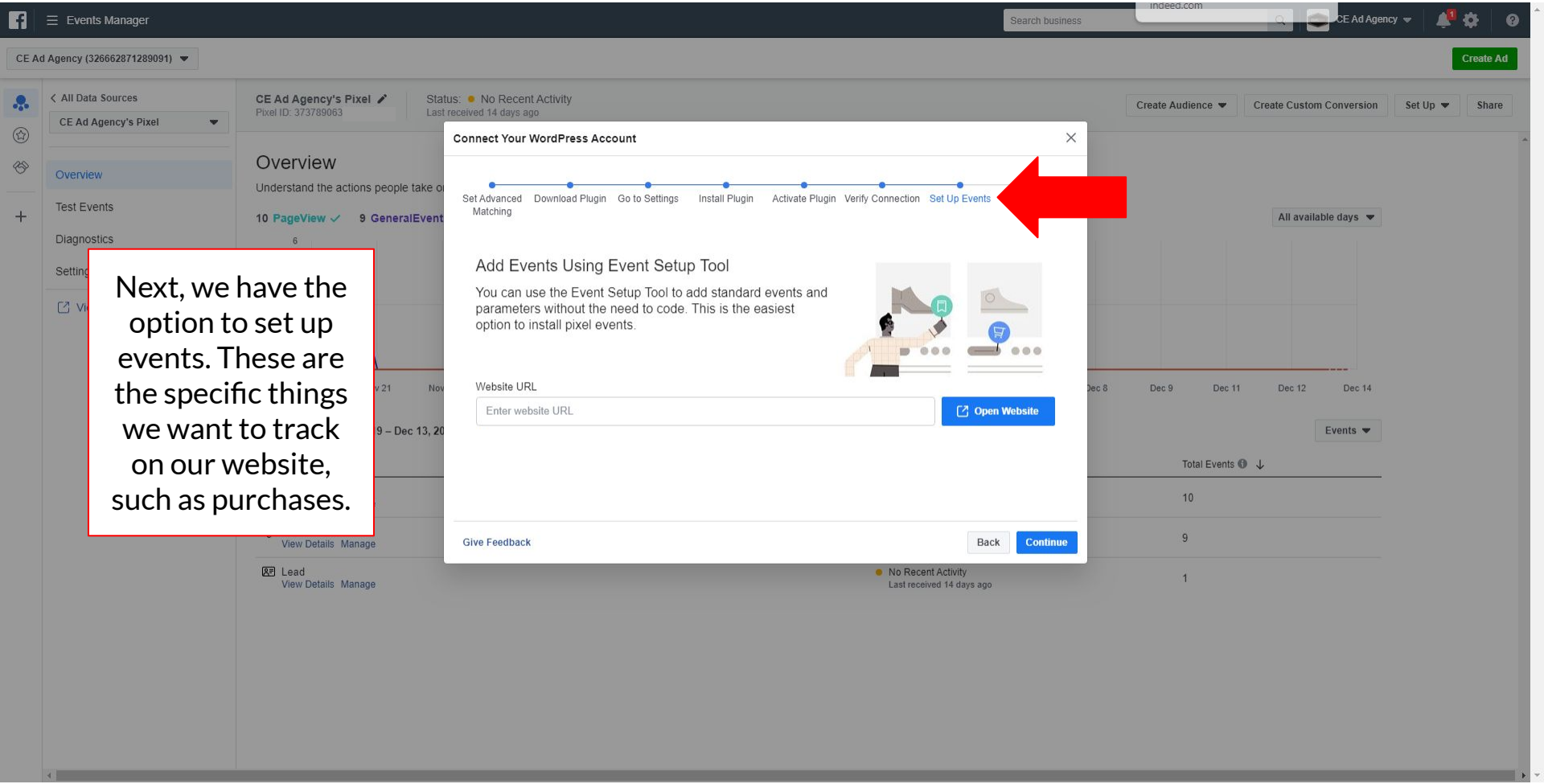


These are simply the steps I just taught you for installing the plugin on WordPress.

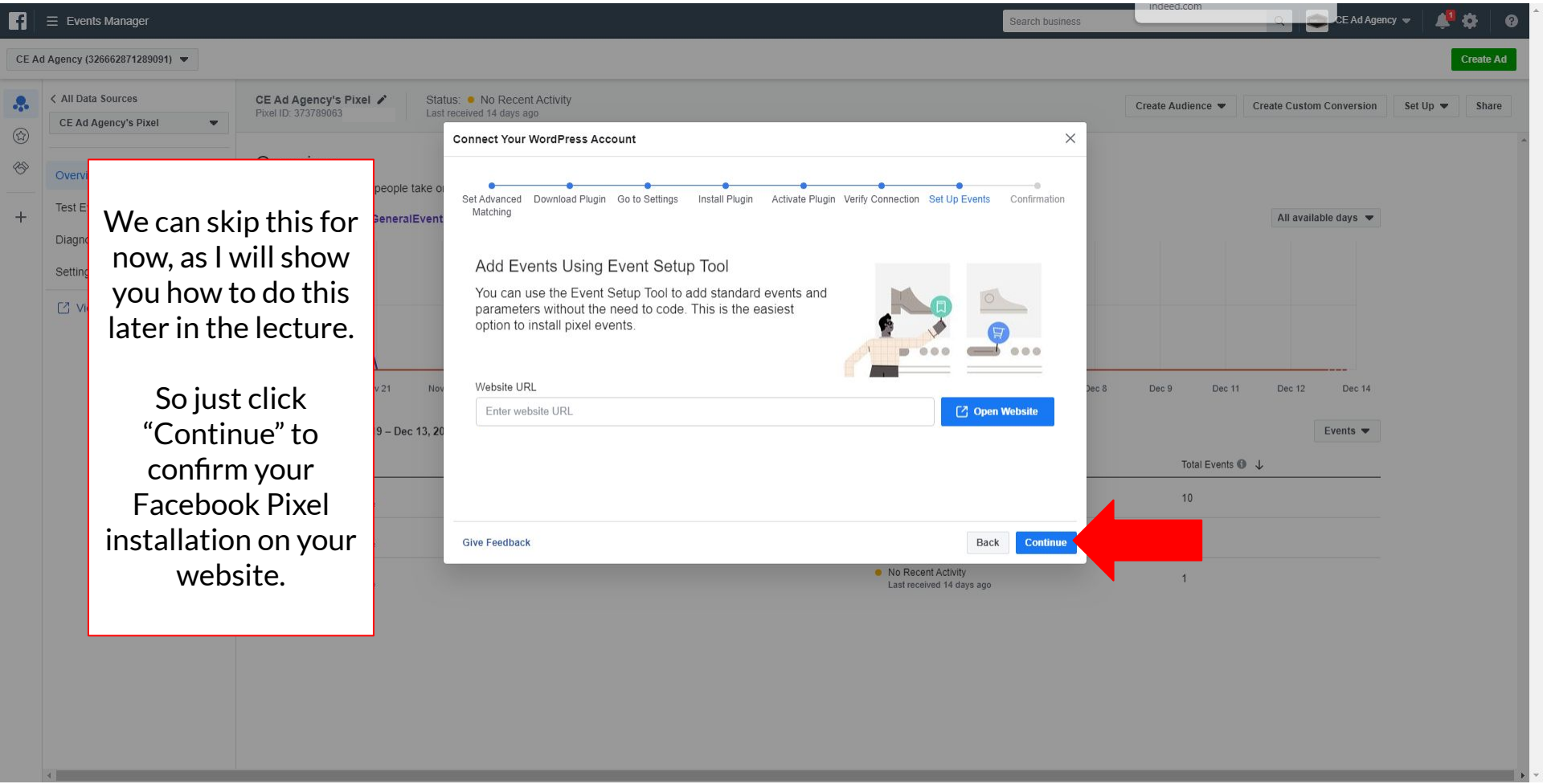


Now it is time to verify your connection.

Navigate to the website you just installed this pixel on to verify the pixel is active and working.

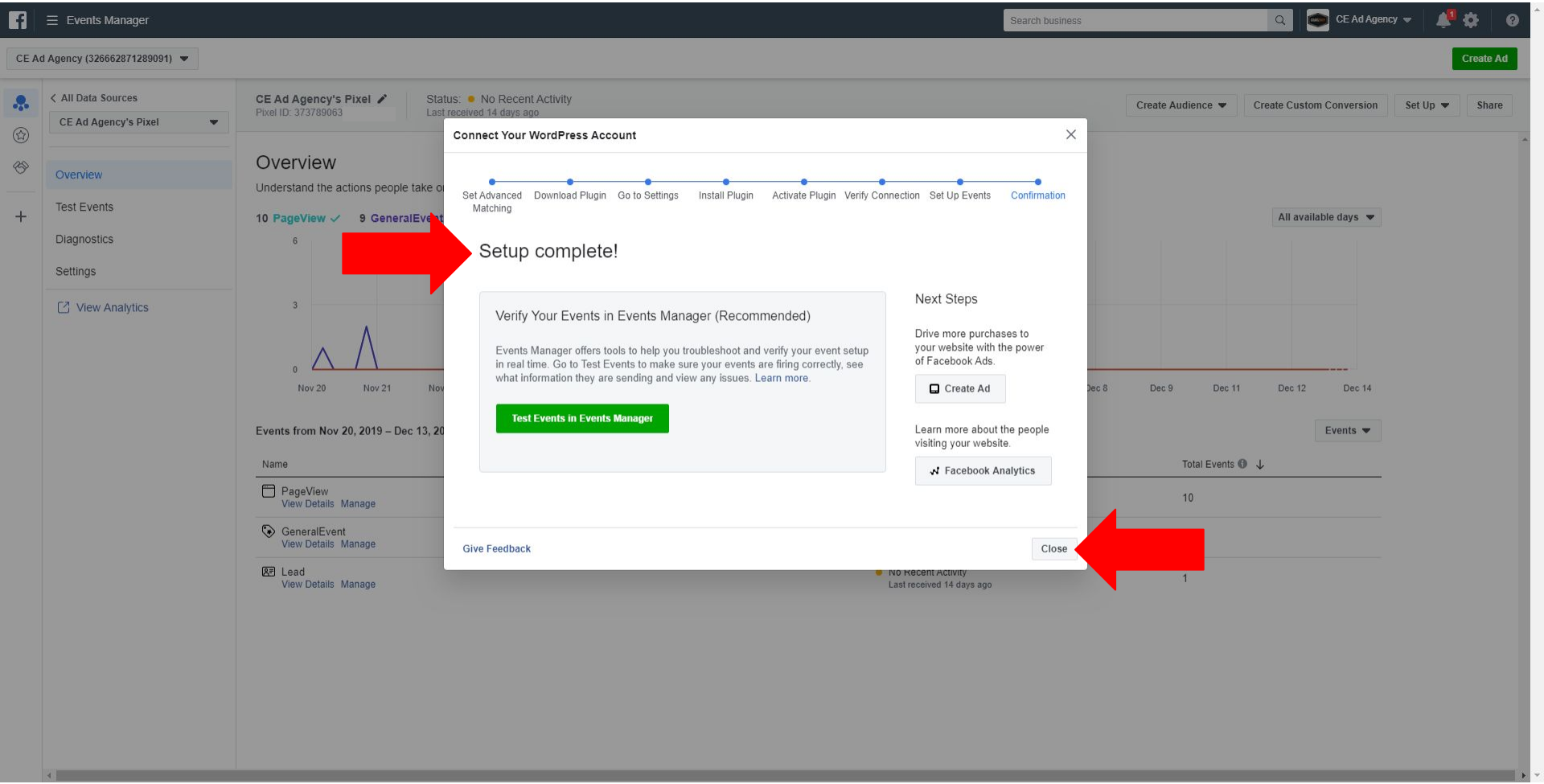


Next, we have the option to set up events. These are the specific things we want to track on our website, such as purchases.

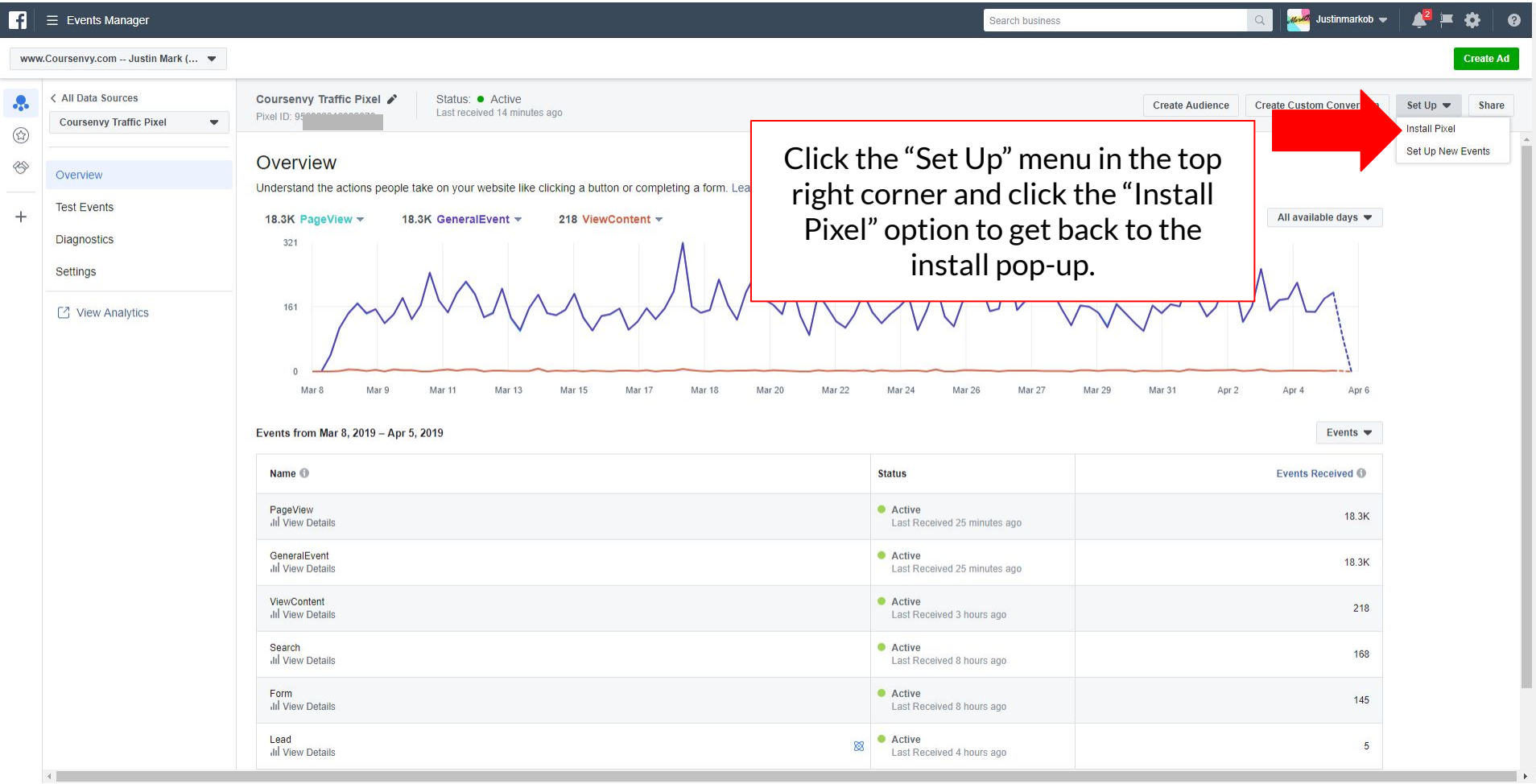


We can skip this for now, as I will show you how to do this later in the lecture.

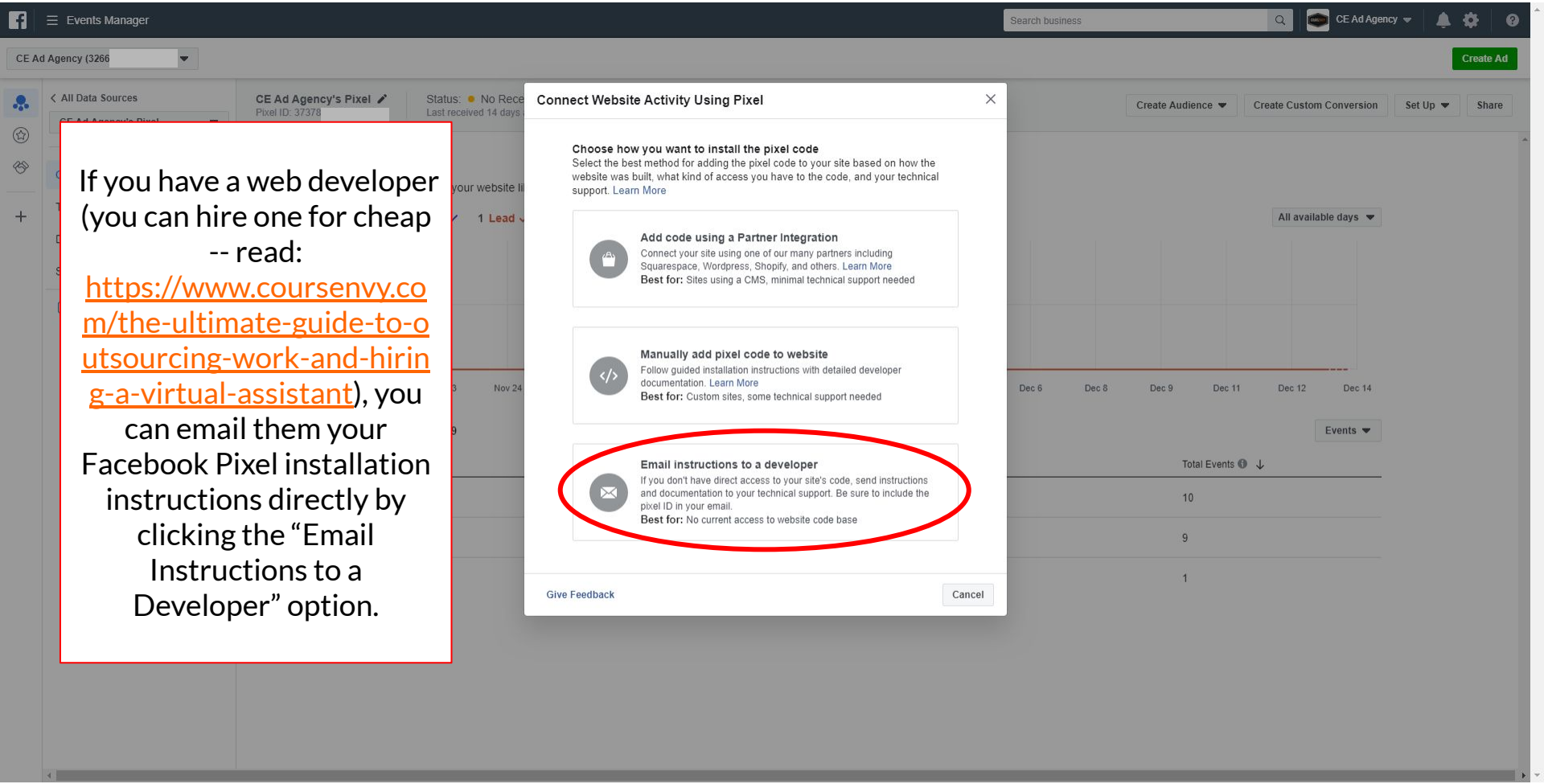
So just click "Continue" to confirm your Facebook Pixel installation on your website.


Events Manager
Search business
CE Ad Agency
CE Ad Agency (326662871289091)
Create Ad
All Data Sources
CE Ad Agency's Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
CE Ad Agency's Pixel
Pixel ID: 373789063
Status: No Recent Activity
Last received 14 days ago
Create Audience
Create Custom Conversion
Set Up
Share
Overview
Understand the actions people take on
10 PageView
All available days
Nov 20
Nov 21
Dec 8
Dec 9
Dec 11
Dec 12
Dec 14
Events from Nov 20, 2019 – Dec 13, 20
Events
Name
Total Events
PageView
View Details Manage
10
GeneralEvent
View Details Manage
Lead
View Details Manage
No Recent Activity
Last received 14 days ago
1
Connect Your WordPress Account
Set Advanced Matching
Download Plugin
Go to Settings
Install Plugin
Activate Plugin
Verify Connection
Set Up Events
Confirmation
Setup complete!
Verify Your Events in Events Manager (Recommended)
Events Manager offers tools to help you troubleshoot and verify your event setup in real time. Go to Test Events to make sure your events are firing correctly, see what information they are sending and view any issues. Learn more.
Test Events in Events Manager
Next Steps
Drive more purchases to your website with the power of Facebook Ads.
Create Ad
Learn more about the people visiting your website.
Facebook Analytics
Give Feedback
Close

Install Facebook Pixel #2: Email Instructions to a Developer



Click the “Set Up” menu in the top right corner and click the “Install Pixel” option to get back to the install pop-up.


Events Manager
Search business
CE Ad Agency
Create Ad
All Data Sources
CE Ad Agency's Pixel
Create Audience
Create Custom Conversion
Set Up
Share
Connect Website Activity Using Pixel
Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. Learn More
Add code using a Partner Integration
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. Learn More
Best for: Sites using a CMS, minimal technical support needed
Manually add pixel code to website
Follow guided installation instructions with detailed developer documentation. Learn More
Best for: Custom sites, some technical support needed
Email instructions to a developer
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base
Give Feedback
Cancel
All available days
Events
Total Events
10
9
1

If you have a web developer (you can hire one for cheap -- read: https://www.coursenvy.com/the-ultimate-guide-to-outsourcing-work-and-hiring-a-virtual-assistant), you can email them your Facebook Pixel installation instructions directly by clicking the “Email Instructions to a Developer” option.

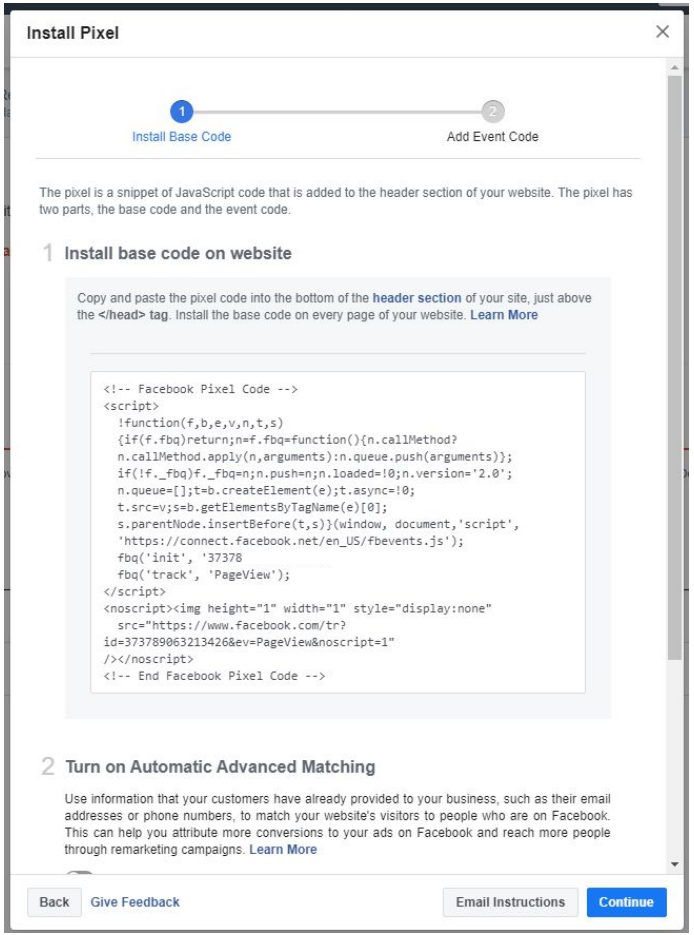
Install Facebook Pixel #3: Manually Add Pixel Code To Website

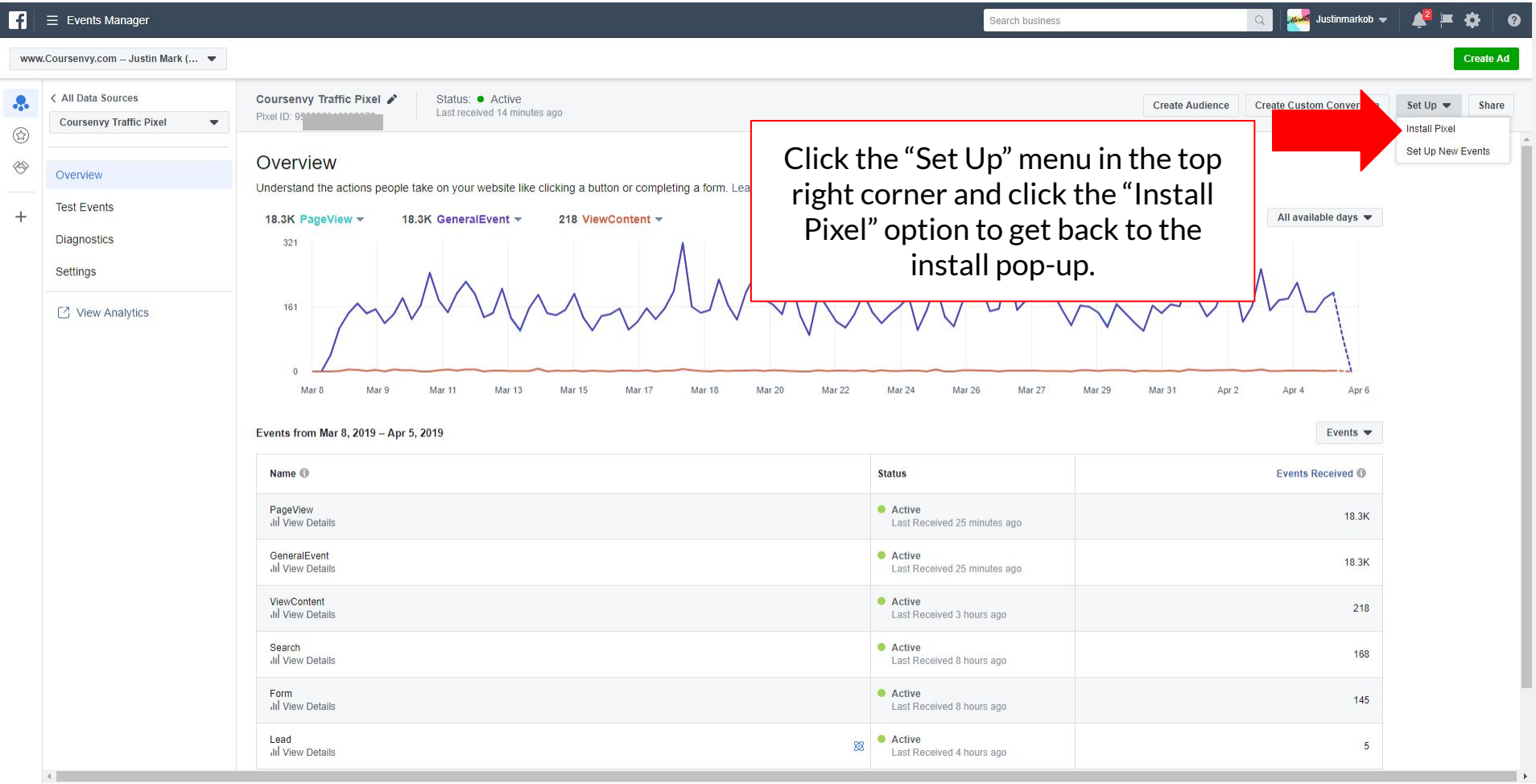
Manually Install the Pixel Code

You need to install the Facebook pixel **base code** on each page of your website to begin tracking events (actions). This is typically done by adding the pixel to your website's global header file.

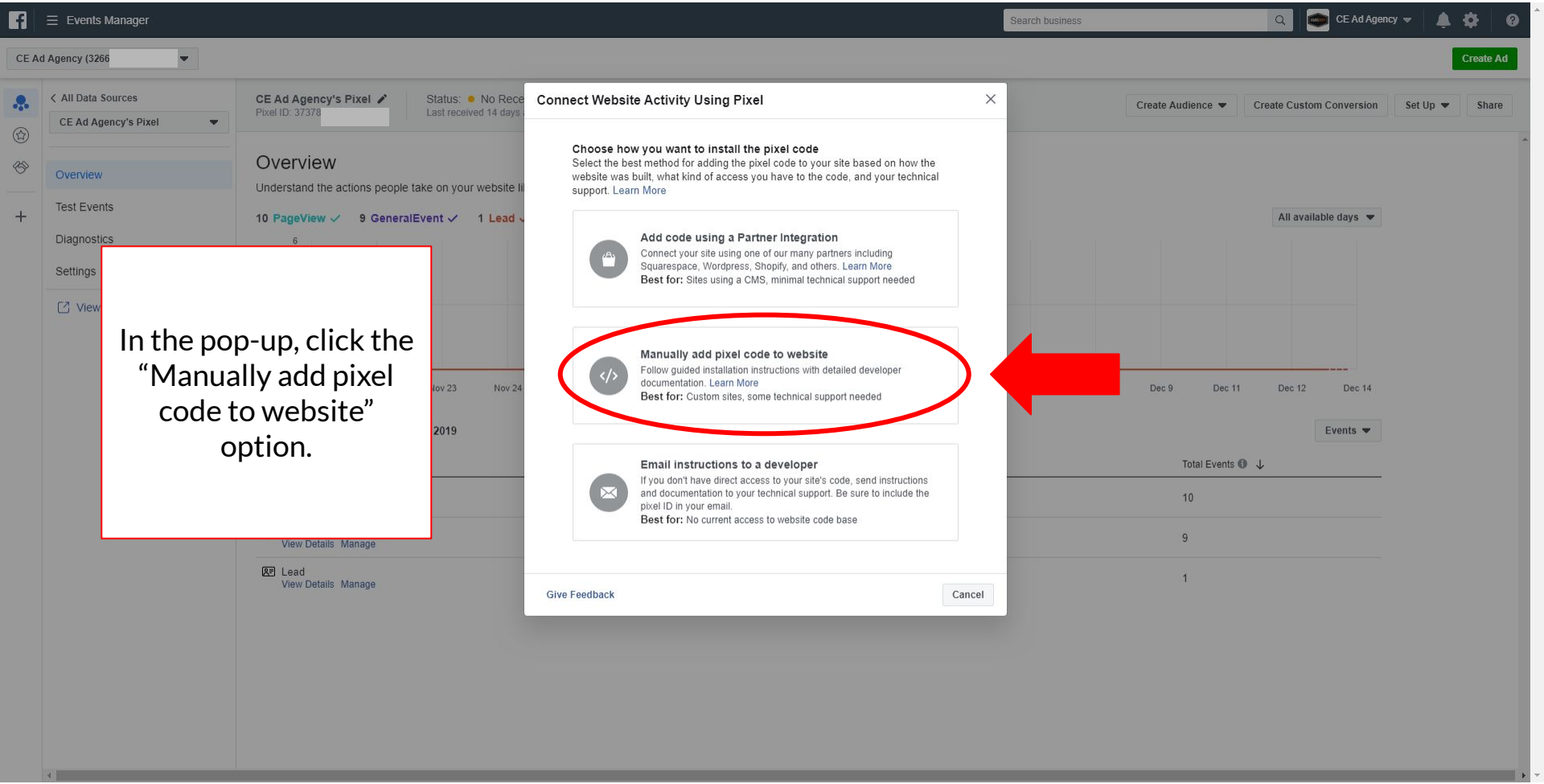
- Locate the header file in your CMS or website code. Then find the **<head> </head>** tags within this file.
- Paste the Facebook pixel code at the bottom of the header section, just before the closing head tag:

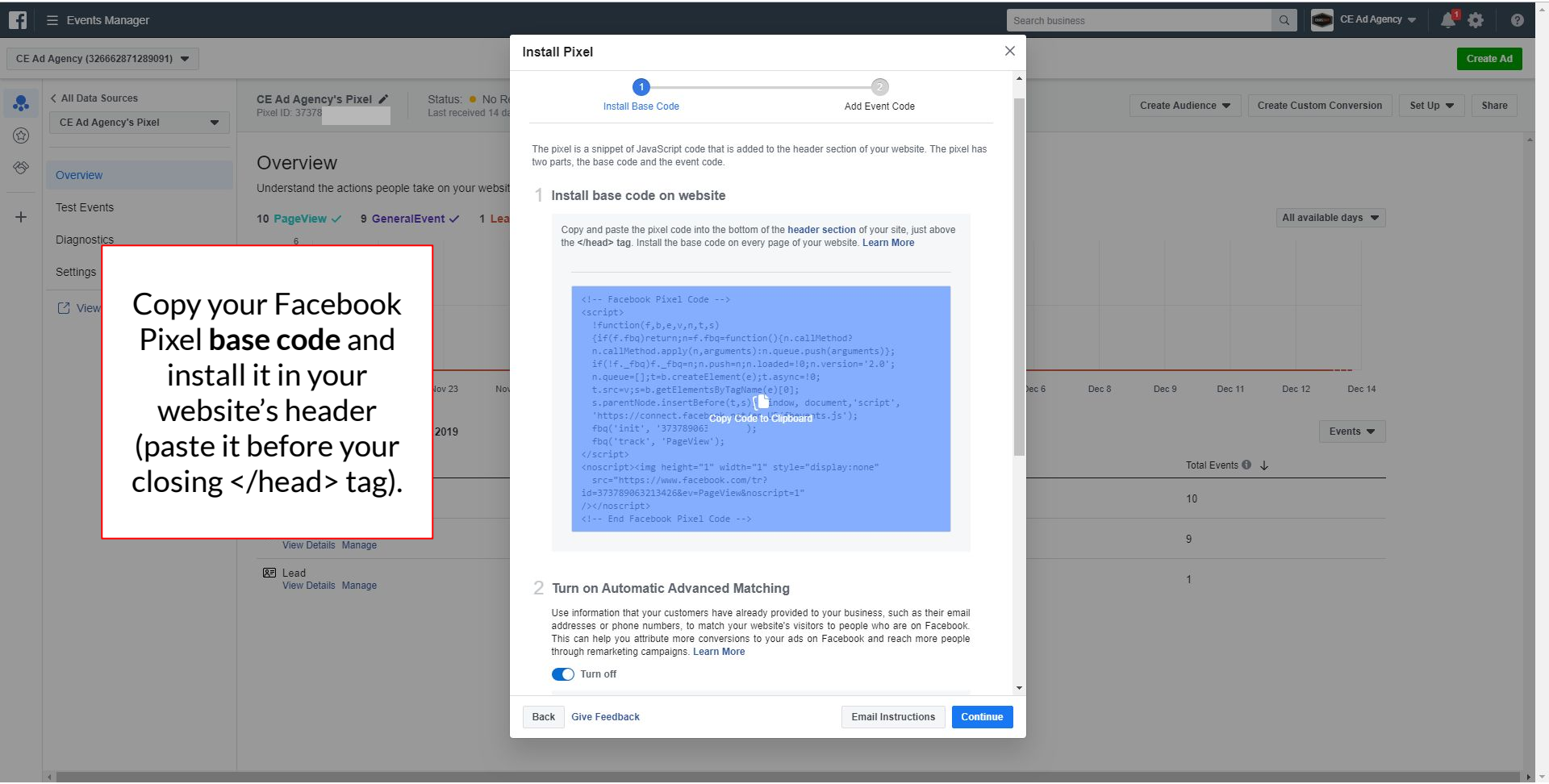
</head>



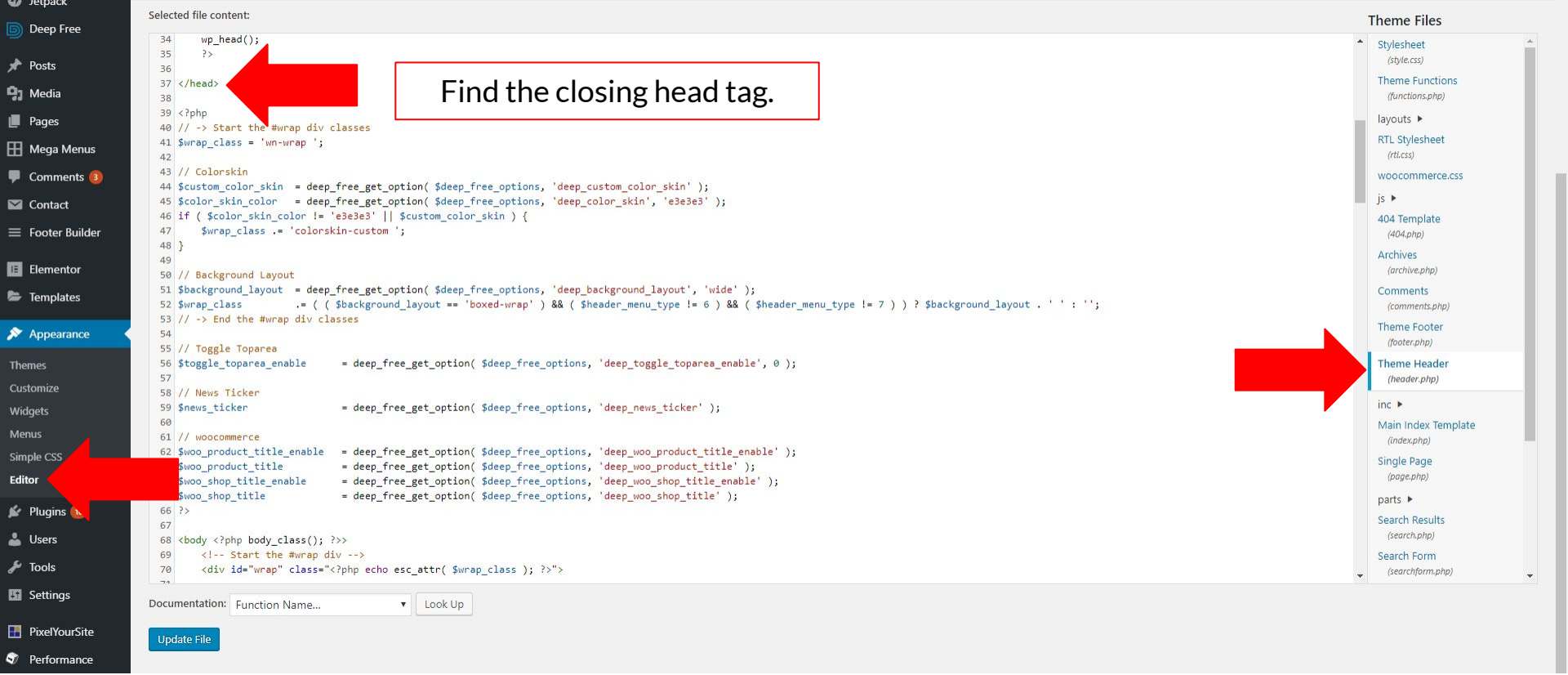


Click the “Set Up” menu in the top right corner and click the “Install Pixel” option to get back to the install pop-up.


Events Manager
Search business
CE Ad Agency
Create Ad
All Data Sources
CE Ad Agency's Pixel
Overview
Test Events
Diagnostics
Settings
Create Audience
Create Custom Conversion
Set Up
Share
Connect Website Activity Using Pixel
Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. Learn More
Add code using a Partner Integration
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. Learn More
Best for: Sites using a CMS, minimal technical support needed
Manually add pixel code to website
Follow guided installation instructions with detailed developer documentation. Learn More
Best for: Custom sites, some technical support needed
Email instructions to a developer
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base
Give Feedback
Cancel
In the pop-up, click the "Manually add pixel code to website" option.



Copy your Facebook Pixel **base code** and install it in your website's header (paste it before your closing </head> tag).

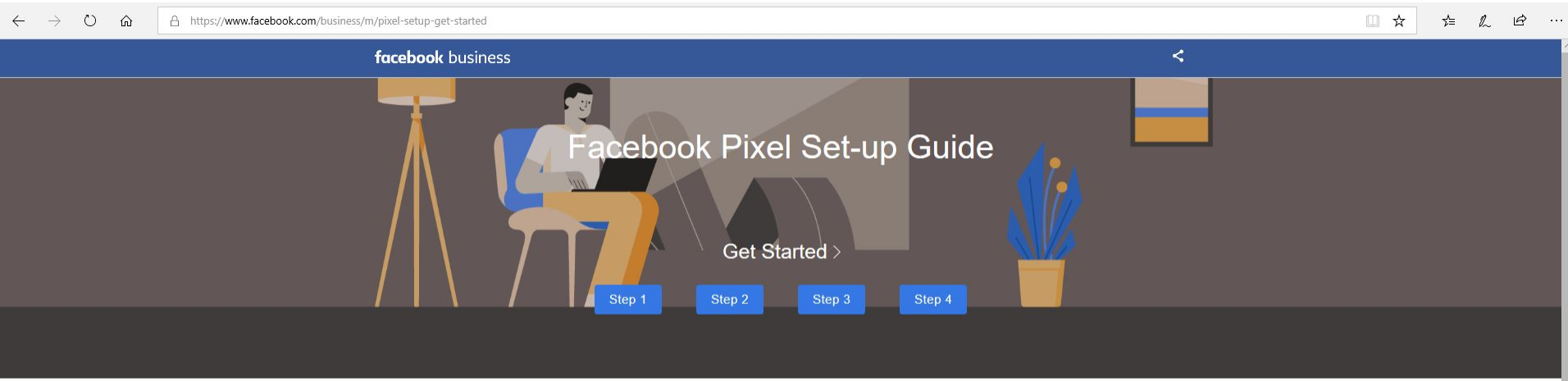


EXAMPLE: If you wanted to manually install the pixel in WordPress, navigate to the “Editor” page in your wp-admin backend, select to edit your “Theme Header”, then paste in the Facebook Pixel code before the closing **</head>** tag, and finally update/save the file.

Facebook Pixel Tools

Follow the Facebook Pixel Guide

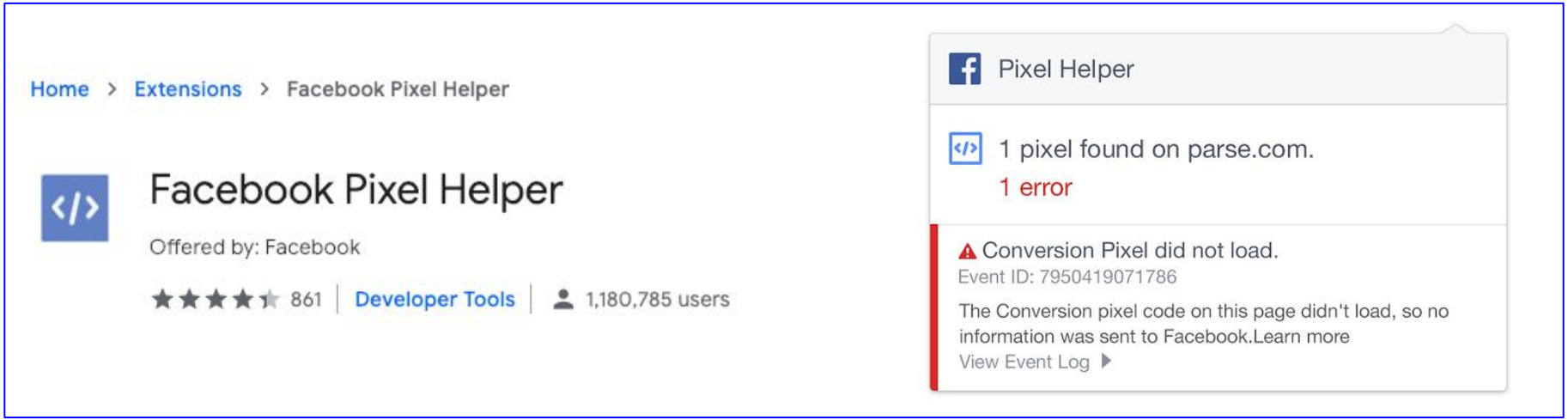
https://www.facebook.com/business/m/pixel-setup-get-started



These step-by-step instructions will walk you through how to create a Facebook Pixel and place it on your website.

Chrome's Facebook Pixel Helper

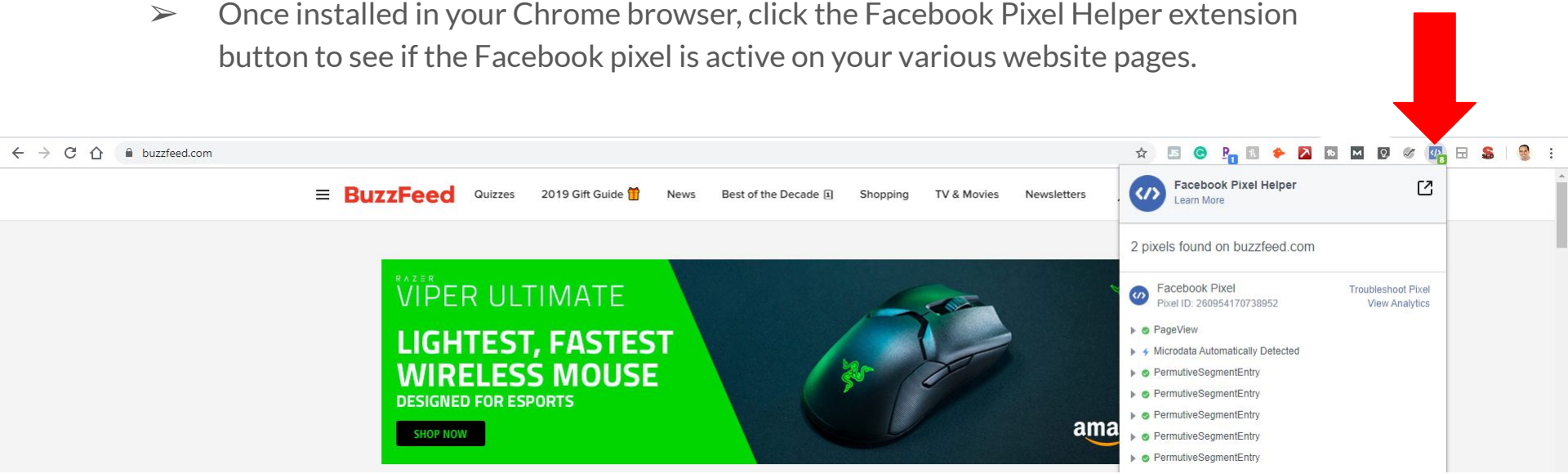
Another way to check that your pixel is active and events/audiences are working is via the Chrome extension:
Facebook Pixel Helper


Home > Extensions > Facebook Pixel Helper
Facebook Pixel Helper
Offered by: Facebook
861
Developer Tools
1,180,785 users
Pixel Helper
1 pixel found on parse.com.
1 error
Conversion Pixel did not load.
Event ID: 7950419071786
The Conversion pixel code on this page didn't load, so no information was sent to Facebook.Learn more
View Event Log

https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc

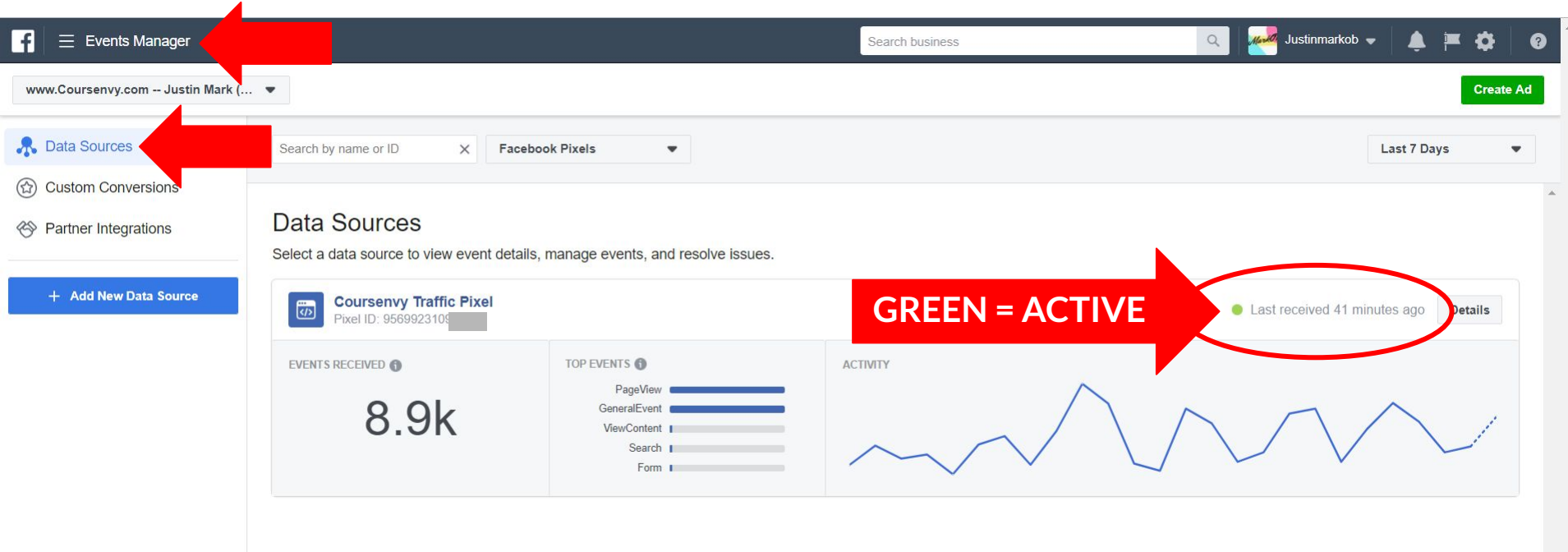
Chrome's Facebook Pixel Helper

- Once installed in your Chrome browser, click the Facebook Pixel Helper extension button to see if the Facebook pixel is active on your various website pages.



Recent Activity = Installed

- Navigate to your website in one tab and in another check to ensure your Pixel is active and tracking on your Facebook Business Manager → Events Manager → Data Sources page



Standard Events

+

Custom Conversions

Standard Events or Custom Conversions?

Events are actions that happen on your website, either as a result of Facebook ads (paid) or organic reach (unpaid).

- **Standard Events** allow you to track specific events, optimize for conversions and build audiences with the use of the pixel code.
- **Custom Conversions** allow you to customize an event by adding rules and parameters that define specific customer actions. You can use Custom Conversions if you can't (or don't want to) add Standard Events to your website.

Standard Events or Custom Conversions?

Standard Events and **Custom Conversions** both allow you to track and optimize for actions across your website.

- A general rule of thumb is that standard events give you **more features**, but custom conversions are **much easier to set up.**
- If you're not comfortable editing your website's code, I recommend using custom conversions.
- If you don't mind working with standard events and adding parameters to your website coding, I recommend using standard events. For the most accurate event tracking, I suggest installing Standard Events.

Standard Events VS Custom Conversions

Differences between standard events and custom conversions

Standard events and custom conversions both allow you to track and optimize for actions across your website. A general rule of thumb is that standard events give you more features, but custom conversions are much easier to set up. If you're not comfortable editing your website's code, we recommend using custom conversions. If you don't mind working with standard events and adding parameters, we recommend using standard events.

Keep in mind custom conversions may be less accurate than standard events as there's more room for error. For example, you could build a custom conversion off of a URL containing "thankyou", thinking this will only match mywebsite.com/order/thankyou. However, there could be a product page at mywebsite.com/products/thankyou-notes, meaning you'll get inaccurate numbers. By using the Purchase standard event that fires only when a purchase is definitely made, you'll avoid errors.

Here's a table of the differences:

Standard events	Custom conversions
Created by adding to the Facebook pixel base code.	No extra code required. Created in Ads Manager using URL rules.
Customized with parameters.	Customized with granular URL rules.
Aggregated reporting.	Separate reporting.
Compatible with dynamic product ads.	Not compatible with dynamic product ads.

https://www.facebook.com/business/help/1669861173231595

Standard Events

Standard Events allow you to track specific actions (“**EVENTS**”), optimize for conversions, and build audiences on your website!

These events include among others:

- Add to cart
- Contact
- Initiate Checkout
- Lead
- Purchase
- Schedule
- Start trial

Standard Events

The list of Standard Event “website actions” is ever growing to cater to the different events you want to track on your app or website. See the updated list here: https://www.facebook.com/business/help/402791146561655

Website action	Description	Standard event code
Add to cart	Track when items are added to a shopping cart (ex: click, landing page on Add to Cart button)	fbq('track', 'AddToCart');
Add payment info	Track when payment information is added in the checkout flow (ex: click, landing page on billing info)	fbq('track', 'AddPaymentInfo');
Add to wishlist	Track when items are added to a wishlist (ex: click, landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
Complete registration	Track when a registration form is completed (ex: complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');
Contact	A telephone/SMS, email, chat or other type of contact	fbq('track', 'Contact');

Facebook Pixel Base Code

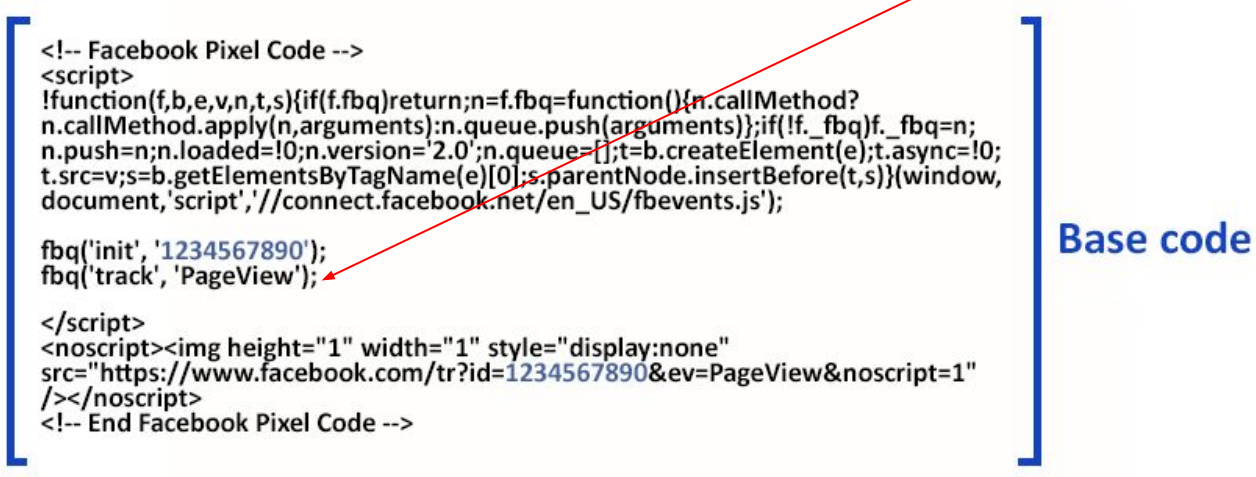
REQUIREMENT: Both **Custom Conversions** AND **Standard Events** require the installation of the Facebook Pixel **base code** on your website or app (what we covered earlier in this lecture).

Base code

Notice the base code just tracks the "PageView". We need to track other events via Standard Event codes.

Installing the Facebook Pixel Base Code

The simplest way to install the Facebook Pixel base code is by pasting the pixel base code between the **<head>** and **</head>** tags of your websites header code, so every **Page View** will be tracked.

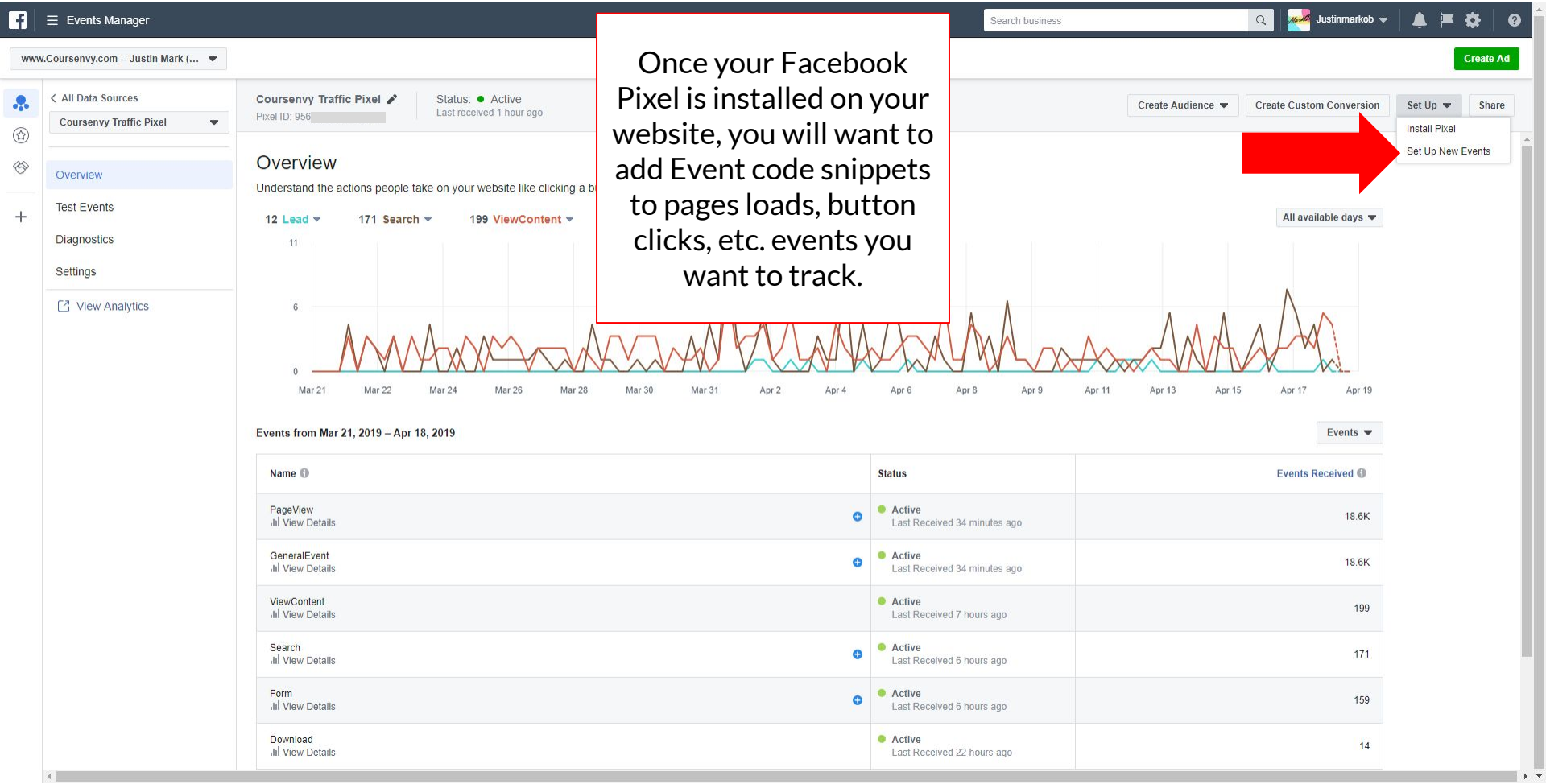


How to Add a Standard Event Code to the Base Code

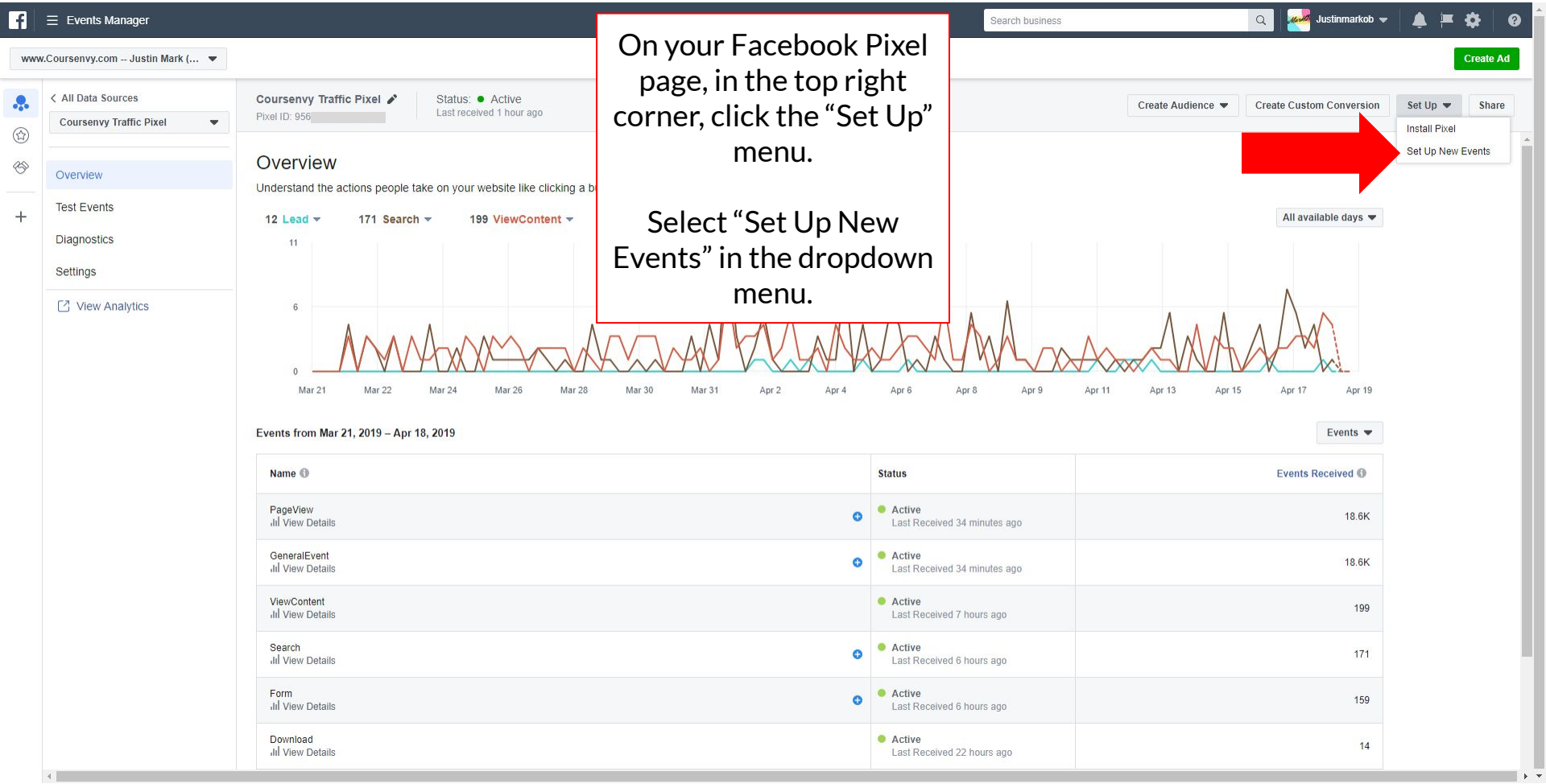
After you have installed the Facebook Pixel base code on your website, you will need to add events to specific pages to track specific actions people take on your website.

- To track specific **Standard Events**, you will need to add the specific standard event code that is relevant to each of your varying pages, such as the **Add To Cart** code.
- We will want that Event to **"fire"** when people CLICK the ADD TO CART button.
- Check out the manual installation of the **Add To Cart event** on the next few slides.

Install Standard Events: #1 - Manually Add Event Code

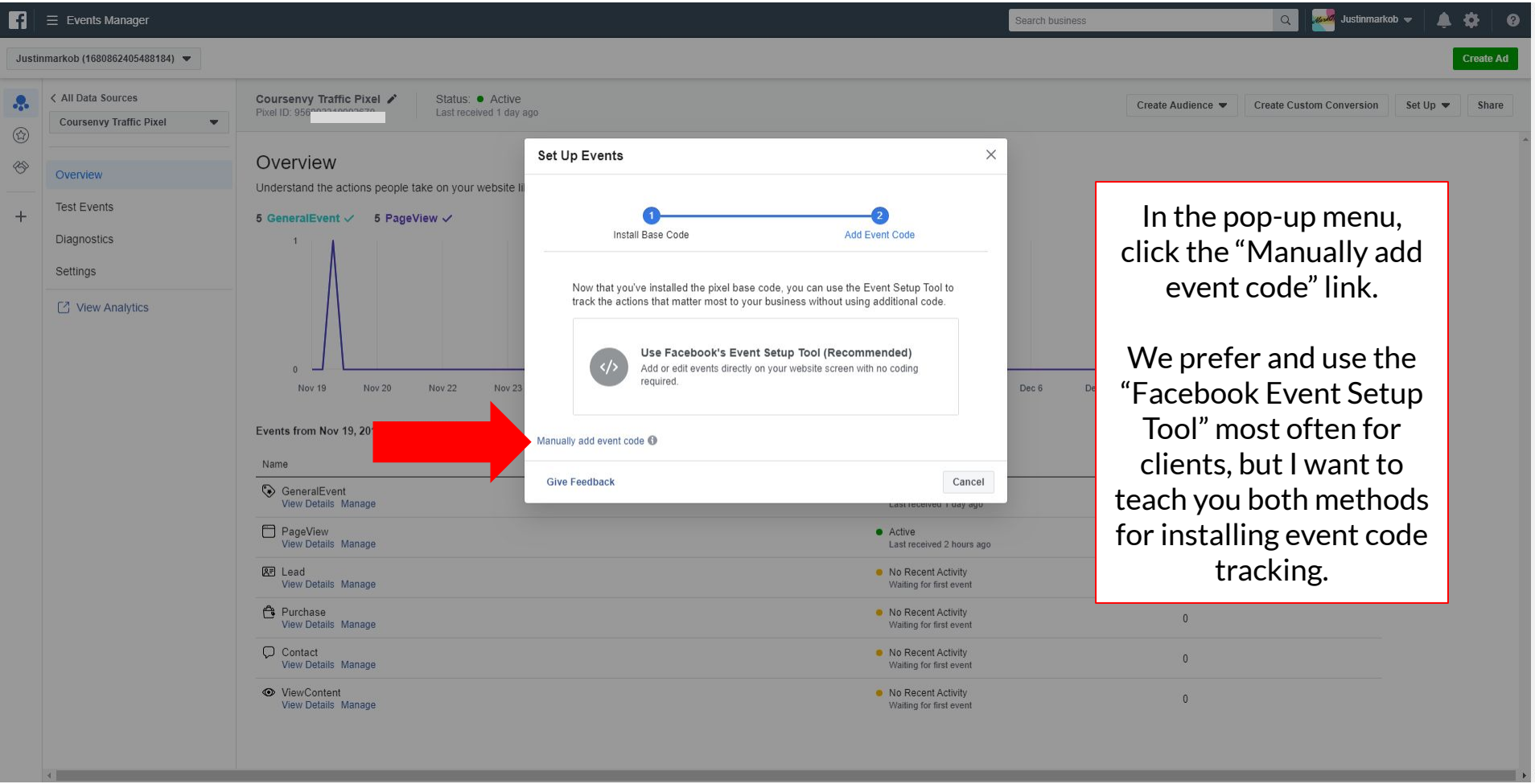


Once your Facebook Pixel is installed on your website, you will want to add Event code snippets to pages loads, button clicks, etc. events you want to track.



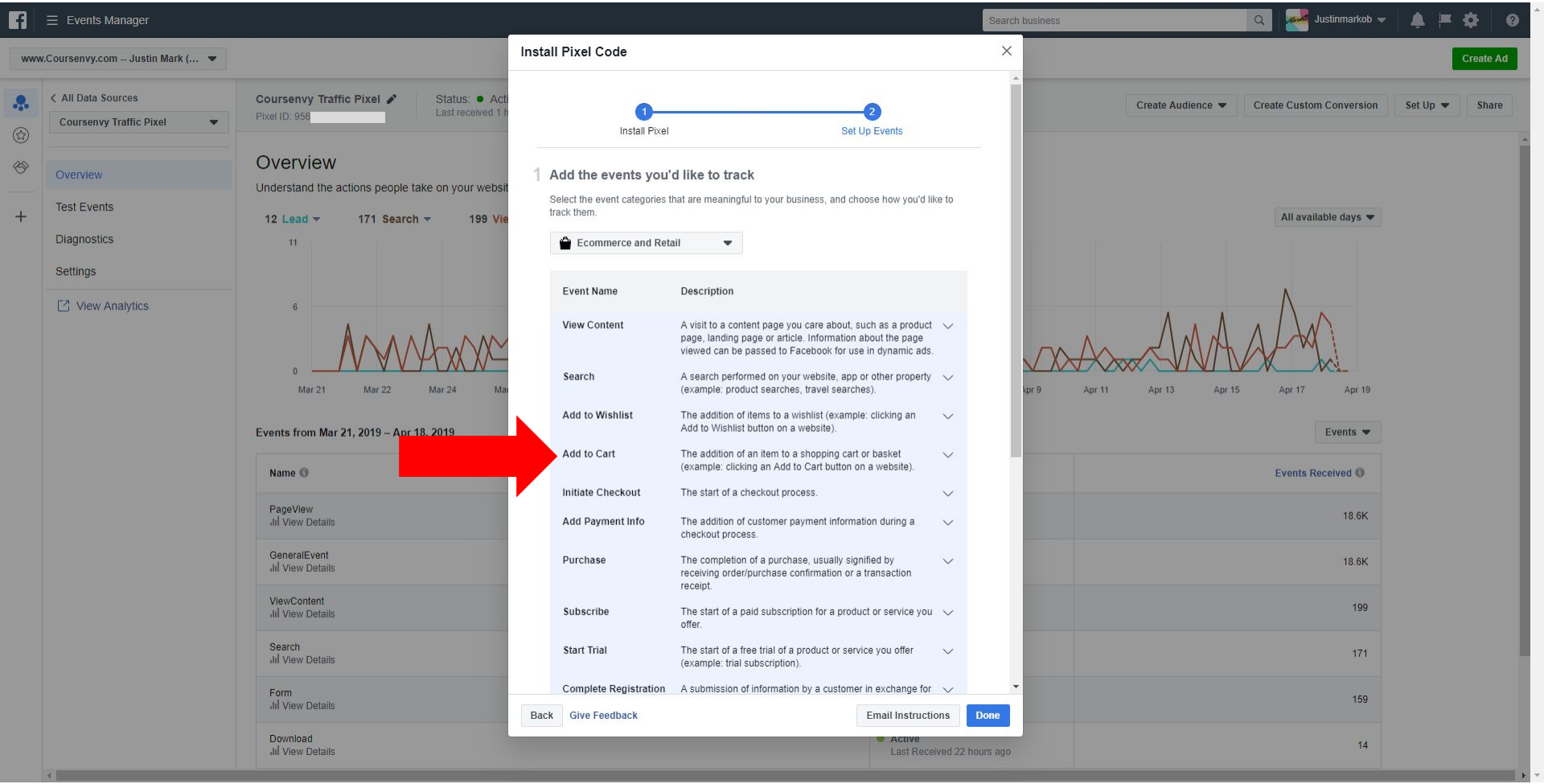
On your Facebook Pixel page, in the top right corner, click the “Set Up” menu.

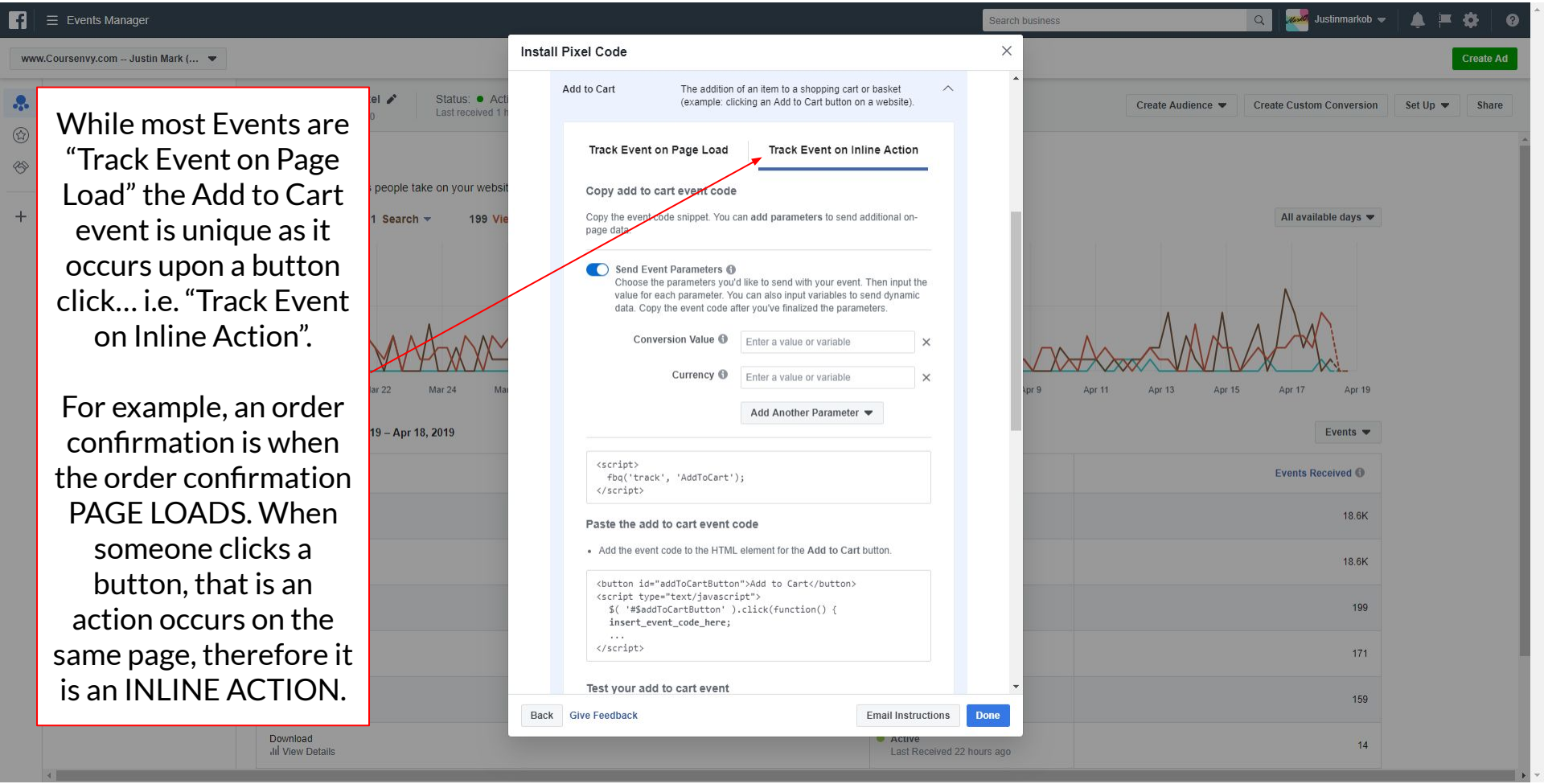
Select “Set Up New Events” in the dropdown menu.



In the pop-up menu, click the “Manually add event code” link.

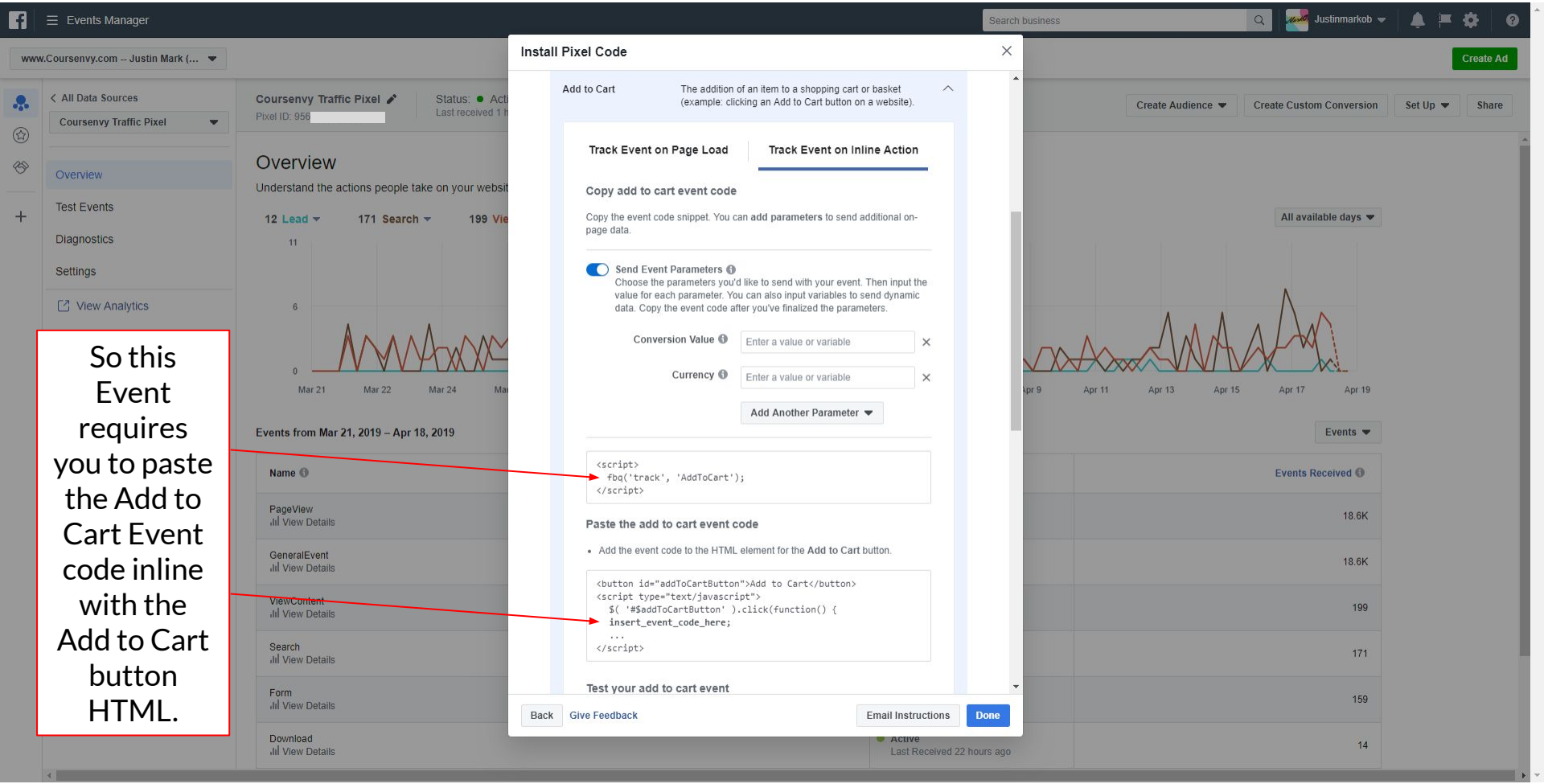
We prefer and use the “Facebook Event Setup Tool” most often for clients, but I want to teach you both methods for installing event code tracking.


Events Manager
Search business
Justinmarkob
www.Coursenvy.com – Justin Mark (...
Create Ad
All Data Sources
Coursenvy Traffic Pixel
Pixel ID: 956
Status: Acti
Last received 1 h
Create Audience
Create Custom Conversion
Set Up
Share
Overview
Test Events
Diagnostics
Settings
View Analytics
Overview
Understand the actions people take on your websit
12 Lead
171 Search
199 Vie
All available days
11
6
0
Mar 21
Mar 22
Mar 24
Apr 9
Apr 11
Apr 13
Apr 15
Apr 17
Apr 19
Events from Mar 21, 2019 – Apr 18, 2019
Events
Name
Events Received
PageView
View Details
18.6K
GeneralEvent
View Details
18.6K
ViewContent
View Details
199
Search
View Details
171
Form
View Details
159
Download
View Details
14
Active
Last Received 22 hours ago
Install Pixel Code
1
Install Pixel
2
Set Up Events
1 Add the events you'd like to track
Select the event categories that are meaningful to your business, and choose how you'd like to track them.
Ecommerce and Retail
Event Name
Description
View Content
A visit to a content page you care about, such as a product page, landing page or article. Information about the page viewed can be passed to Facebook for use in dynamic ads.
Search
A search performed on your website, app or other property (example: product searches, travel searches).
Add to Wishlist
The addition of items to a wishlist (example: clicking an Add to Wishlist button on a website).
Add to Cart
The addition of an item to a shopping cart or basket (example: clicking an Add to Cart button on a website).
Initiate Checkout
The start of a checkout process.
Add Payment Info
The addition of customer payment information during a checkout process.
Purchase
The completion of a purchase, usually signified by receiving order/purchase confirmation or a transaction receipt.
Subscribe
The start of a paid subscription for a product or service you offer.
Start Trial
The start of a free trial of a product or service you offer (example: trial subscription).
Complete Registration
A submission of information by a customer in exchange for
Back
Give Feedback
Email Instructions
Done


Events Manager
Search business
Justinmarkob
Create Ad
Create Audience
Create Custom Conversion
Set Up
Share
Install Pixel Code
Add to Cart
The addition of an item to a shopping cart or basket (example: clicking an Add to Cart button on a website).
Track Event on Page Load
Track Event on Inline Action
Copy add to cart event code
Copy the event code snippet. You can add parameters to send additional on-page data.
Send Event Parameters
Choose the parameters you'd like to send with your event. Then input the value for each parameter. You can also input variables to send dynamic data. Copy the event code after you've finalized the parameters.
Conversion Value
Enter a value or variable
Currency
Enter a value or variable
Add Another Parameter
<script>
fbq('track', 'AddToCart');
</script>
Paste the add to cart event code
Add the event code to the HTML element for the Add to Cart button.
<button id="addToCartButton">Add to Cart</button>
<script type="text/javascript">
$('#$addToCartButton').click(function() {
insert_event_code_here;
...
</script>
Test your add to cart event
Back
Give Feedback
Email Instructions
Done
All available days
Events
Events Received
18.6K
18.6K
199
171
159
14
Download
View Details
Active
Last Received 22 hours ago

While most Events are "Track Event on Page Load" the Add to Cart event is unique as it occurs upon a button click… i.e. "Track Event on Inline Action".

For example, an order confirmation is when the order confirmation PAGE LOADS. When someone clicks a button, that is an action occurs on the same page, therefore it is an INLINE ACTION.



So this Event requires you to paste the Add to Cart Event code inline with the Add to Cart button HTML.

Standard Event Codes

The #1 key to remember here is that EVERY page of your website should have the Facebook Pixel **base code** installed (i.e. in the global header code as I taught you).

But on each page of your website, you will want to track the varying specific events (i.e. Standard Events), so you will have to add different snippets of “Standard Event code” to track these varying events!

Standard Event Codes

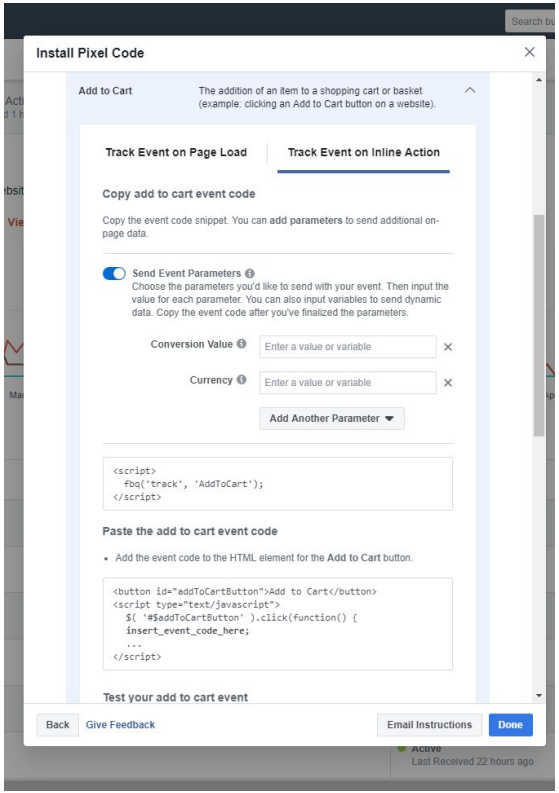
Make sure to place the code only on pages that correspond to the event you're tracking.

➢ For example, if you're tracking purchases, add the Standard Event code only to to the pages where purchases are confirmed (e.g. domain.com/thankyou)

Website action	Standard event code
Add to cart	fbq('track', 'AddToCart');
Add payment info	fbq('track', 'AddPaymentInfo');
Add to wishlist	fbq('track', 'AddToWishlist');
Complete registration	fbq('track', 'CompleteRegistration');
Contact	fbq('track', 'Contact');
Customize Product	fbq('track', 'CustomizeProduct');
Donate	fbq('track', 'Donate');
Find Location	fbq('track', 'FindLocation');
Initiate checkout	fbq('track', 'InitiateCheckout');
Lead	fbq('track', 'Lead');
Purchase	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Schedule	fbq('track', 'Schedule');
Search	fbq('track', 'Search');
Start trial	fbq('track', 'StartTrial', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
Submit application	fbq('track', 'SubmitApplication');
Subscribe	fbq('track', 'Subscribe', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
View content	fbq('track', 'ViewContent');

#1 - Standard Events - Manually Add Event Code

Events are actions that happen on your website (like when someone makes a purchase). To track an event, you'll need to place a piece of code on your website to let Facebook know that someone has taken an action.


Install Pixel Code
Add to Cart
The addition of an item to a shopping cart or basket (example: clicking an Add to Cart button on a website).
Track Event on Page Load
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Enter a value or variable
Currency
Enter a value or variable
Add Another Parameter
<script>
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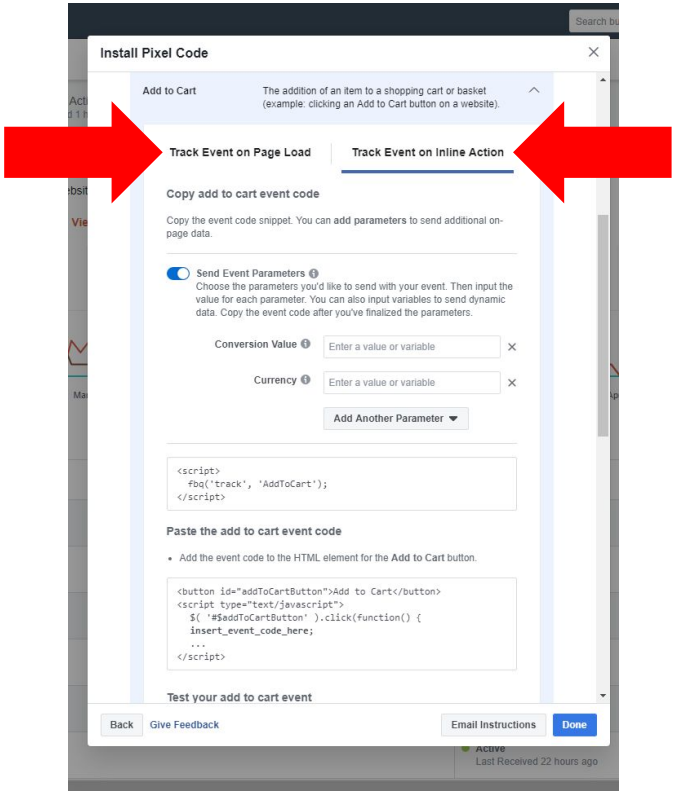
</script>
Paste the add to cart event code
Add the event code to the HTML element for the Add to Cart button.
<button id="addToCartButton">Add to Cart</button>
<script type="text/javascript">
$('#$addToCartButton').click(function() {
insert_event_code_here;
...
</script>
Test your add to cart event
Back
Give Feedback
Email Instructions
Done

#1 - Standard Events - Manually Add Event Code

Copy the event code as instructed and paste it on the relevant page of your site. Be sure **NOT** to modify the Pixel base code you've already placed in the header (<head>PIXEL</head>) of your website. The EVENT code will **JUST** be added to the specific pages each event occurs on.

- **Track Event on Page Load:** Choose this option if the EVENT can be tracked when someone lands on a certain page. **EXAMPLE:** A confirmation/thank you page after completing a purchase.

- **Track Event on Inline Action:** Choose this option if the EVENT you want to track requires someone to click something (like an Add to Cart button).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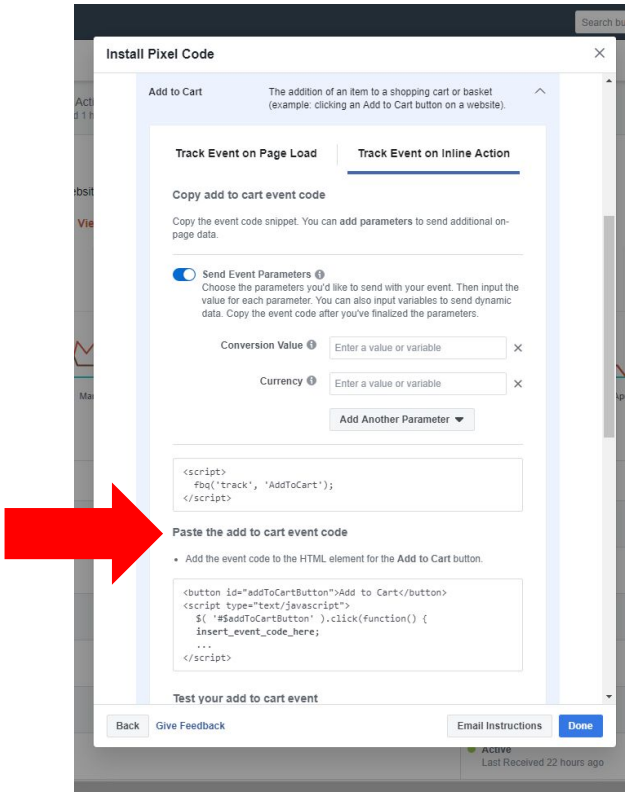
...
</script>
Test your add to cart event
Back
Give Feedback
Email Instructions
Done

#1 - Standard Events - Manually Add Event Code

➢ **Follow the “Paste Event Code” instructions**

For page load events: Place the code just below the closing header section of the page (for many websites, this will be right after the opening <body> tag).

For inline action events: Add the event code between script tags next to the action you want to track (like a button).


Install Pixel Code
Add to Cart
The addition of an item to a shopping cart or basket (example: clicking an Add to Cart button on a website).
Track Event on Page Load
Track Event on Inline Action
Copy add to cart event code
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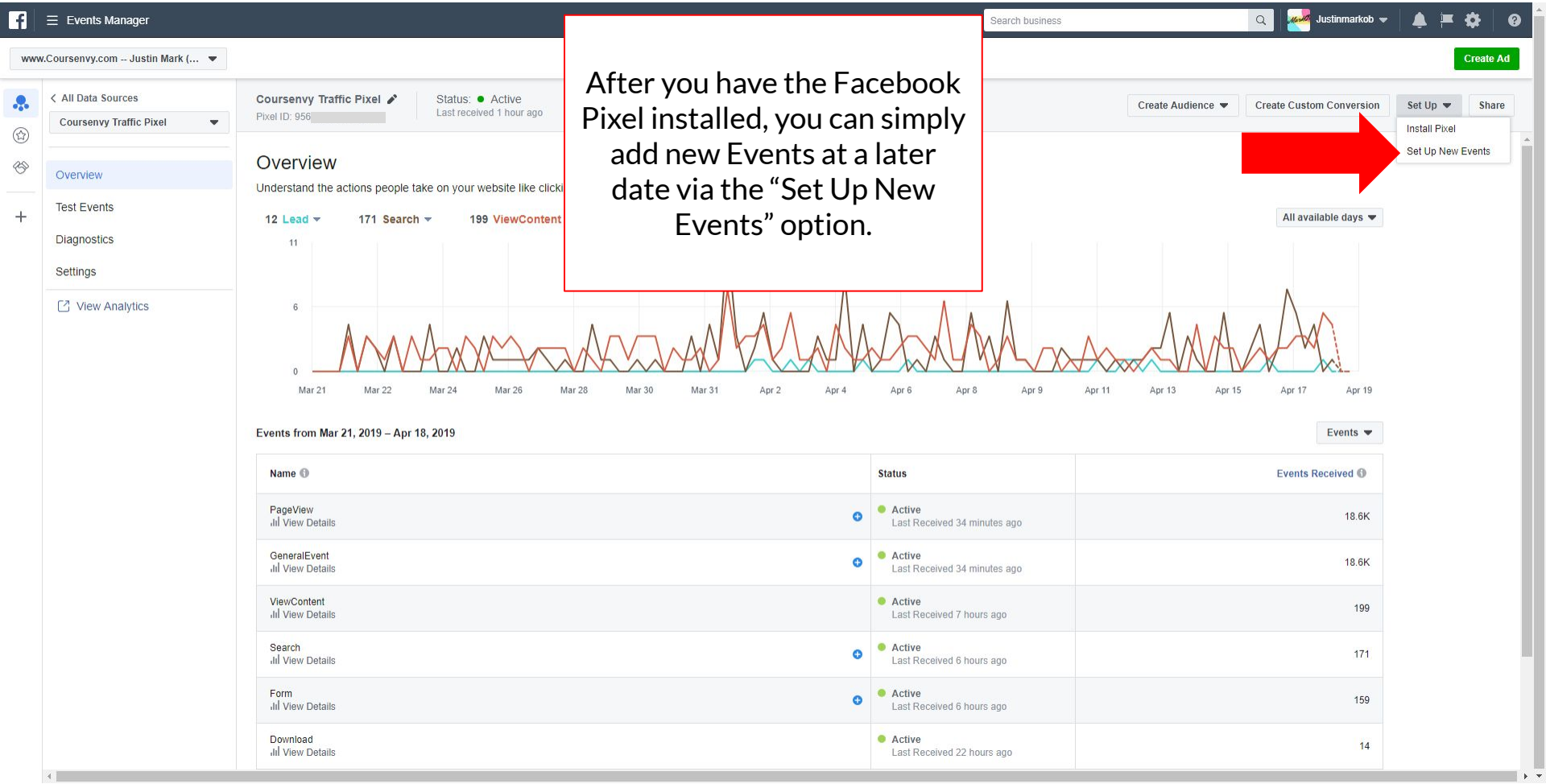
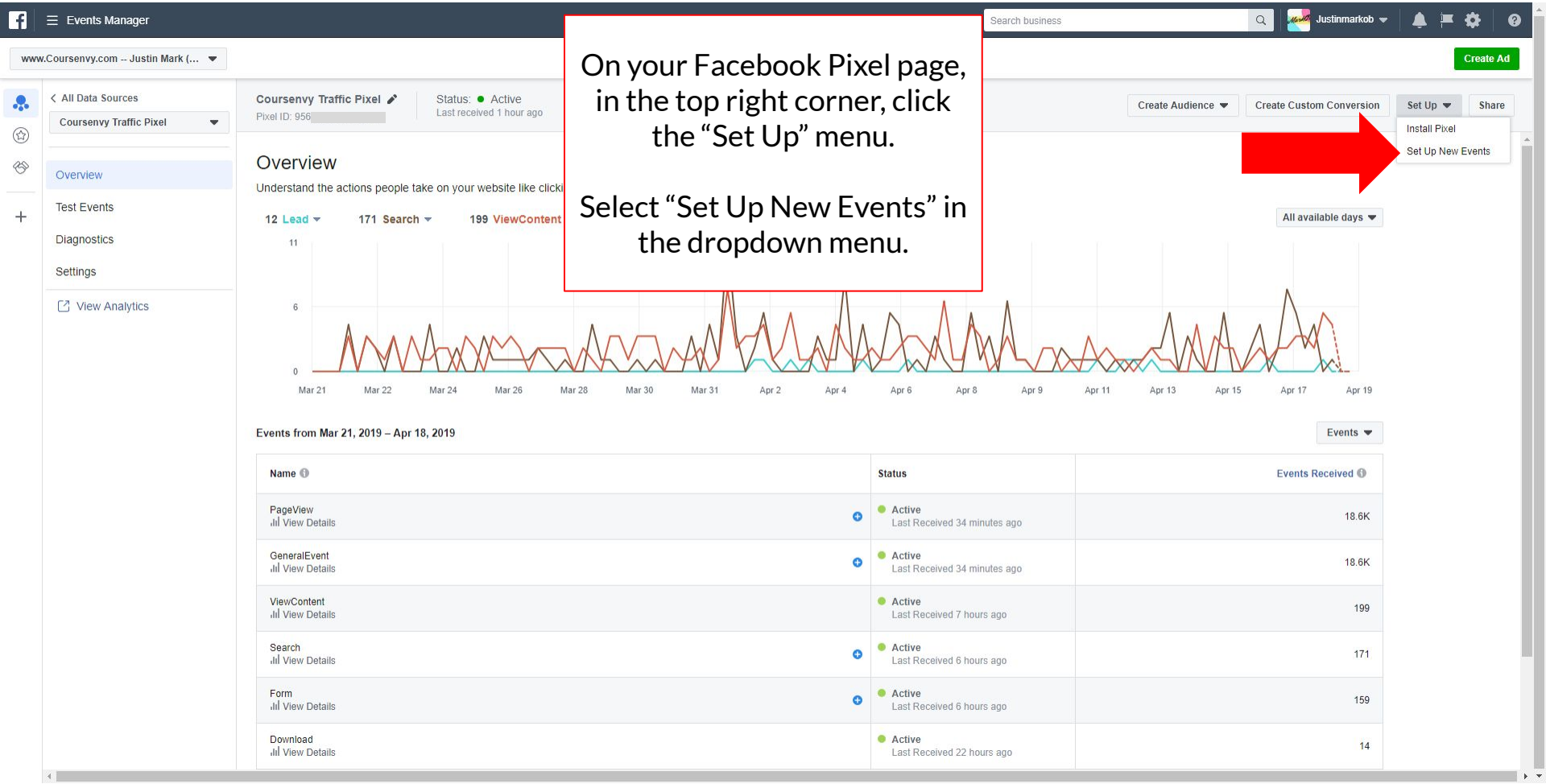
<button id="addToCartButton">Add to Cart</button>
<script type="text/javascript">
$('#addToCartButton').click(function() {
insert_event_code_here;
...
</script>
Test your add to cart event
Back
Give Feedback
Email Instructions
Done

Install Standard Events: #2 - Facebook's Event Setup Tool



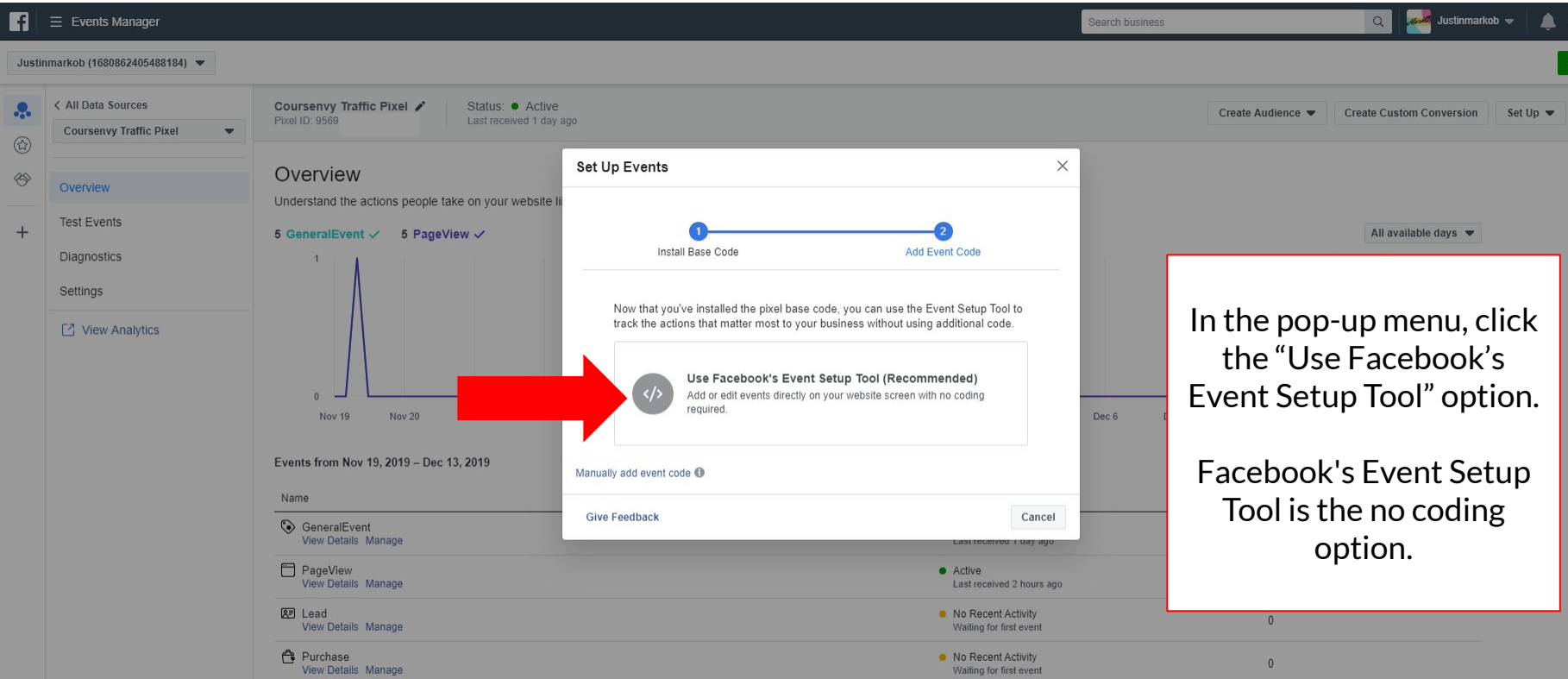
After you have the Facebook Pixel installed, you can simply add new Events at a later date via the “Set Up New Events” option.



On your Facebook Pixel page, in the top right corner, click the “Set Up” menu.

Select “Set Up New Events” in the dropdown menu.

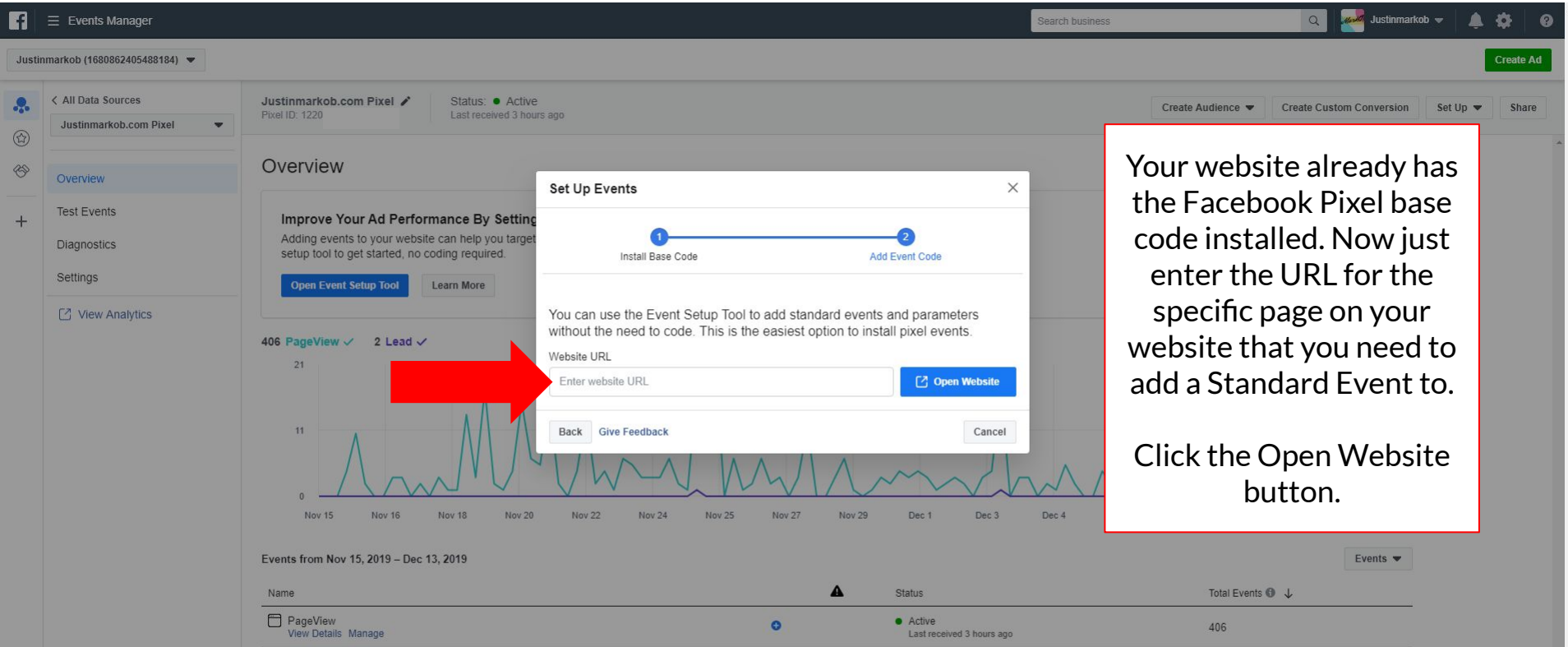
#2 - Standard Events - Facebook's Event Setup Tool



In the pop-up menu, click the “Use Facebook’s Event Setup Tool” option.

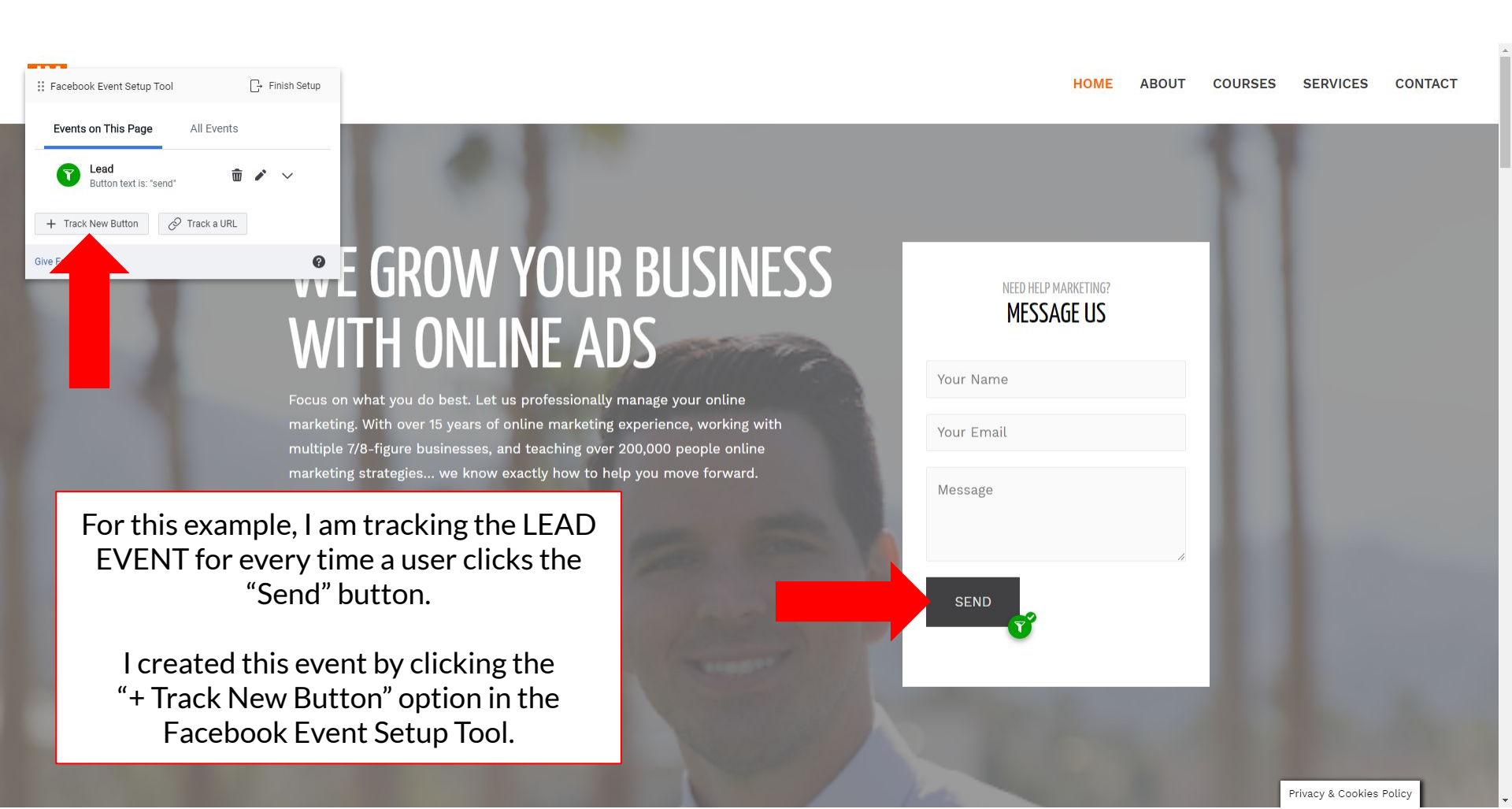
Facebook's Event Setup Tool is the no coding option.

#2 - Standard Events - Facebook's Event Setup Tool



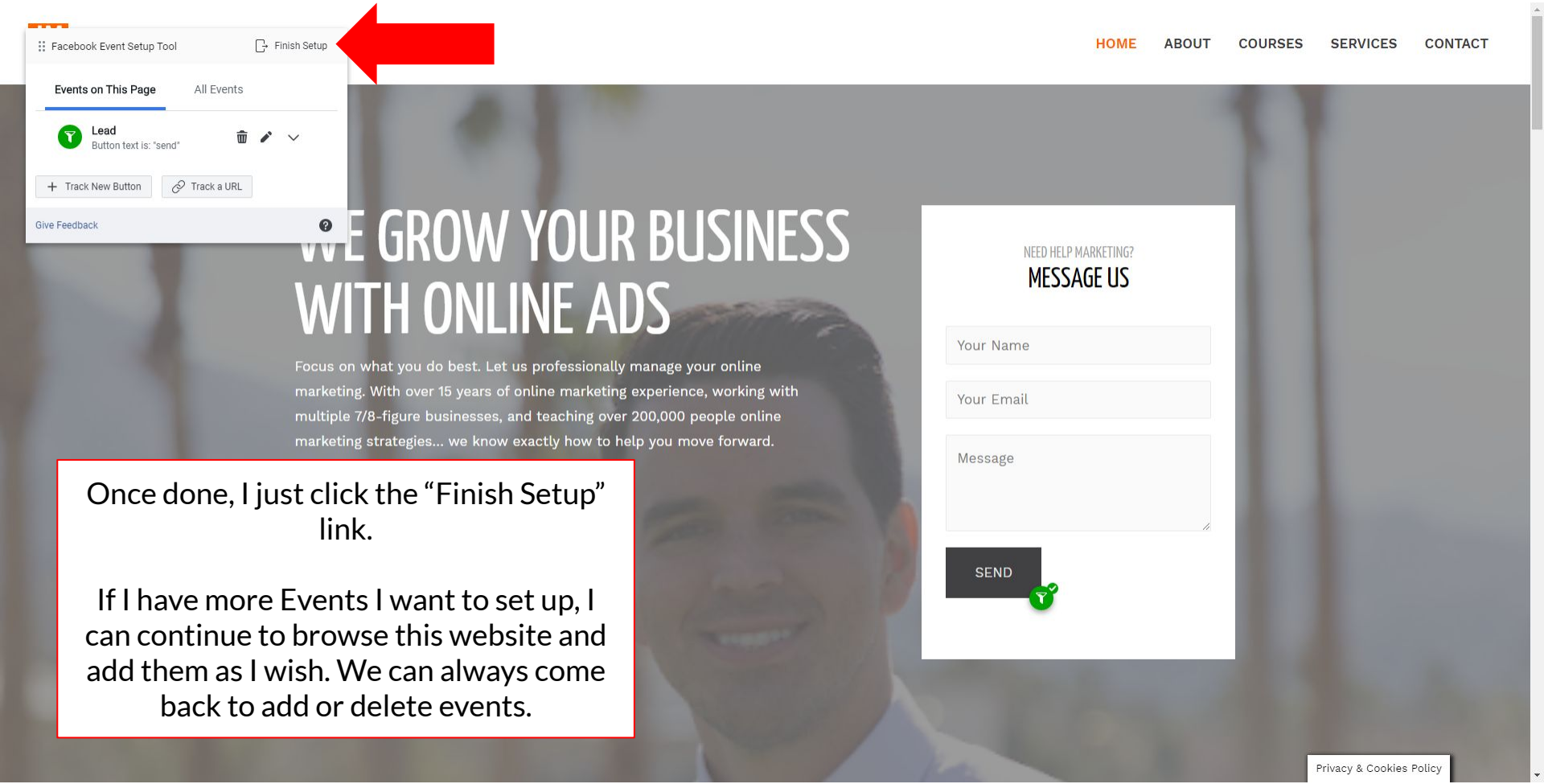
Your website already has the Facebook Pixel base code installed. Now just enter the URL for the specific page on your website that you need to add a Standard Event to.

Click the Open Website button.


Facebook Event Setup Tool
Finish Setup
Events on This Page
All Events
Lead
Button text is: "send"
Track New Button
Track a URL
HOME
ABOUT
COURSES
SERVICES
CONTACT
WE GROW YOUR BUSINESS WITH ONLINE ADS
Focus on what you do best. Let us professionally manage your online marketing. With over 15 years of online marketing experience, working with multiple 7/8-figure businesses, and teaching over 200,000 people online marketing strategies... we know exactly how to help you move forward.
NEED HELP MARKETING?
MESSAGE US
Your Name
Your Email
Message
SEND
Privacy & Cookies Policy

For this example, I am tracking the LEAD EVENT for every time a user clicks the "Send" button.

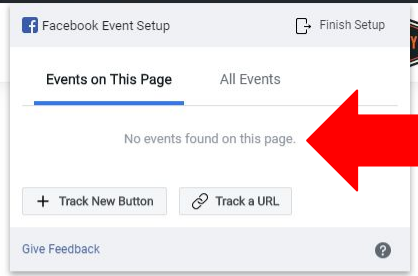
I created this event by clicking the "+ Track New Button" option in the Facebook Event Setup Tool.


Facebook Event Setup Tool
Finish Setup
Events on This Page
All Events
Lead
Button text is: "send"
Track New Button
Track a URL
Give Feedback
HOME
ABOUT
COURSES
SERVICES
CONTACT
WE GROW YOUR BUSINESS WITH ONLINE ADS
Focus on what you do best. Let us professionally manage your online marketing. With over 15 years of online marketing experience, working with multiple 7/8-figure businesses, and teaching over 200,000 people online marketing strategies... we know exactly how to help you move forward.
NEED HELP MARKETING?
MESSAGE US
Your Name
Your Email
Message
SEND
Privacy & Cookies Policy

Once done, I just click the “Finish Setup” link.

If I have more Events I want to set up, I can continue to browse this website and add them as I wish. We can always come back to add or delete events.

Facebook's Event Setup Tool Example



This is a new PRODUCT page we just created that doesn't have any events tracking.

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With over 15 years of online marketing experience, we are so confident in our skills, we want to put our money where our mouth is!

e spend our own money to develop various lead capture pages for your brand. We build your branded advertising funnels for you and split test content ongoing, all at no extra cost to you when you order leads from us!

2nd) We spend our own money to create/optimize ongoing Google and Facebook Ads to collect leads for your business!

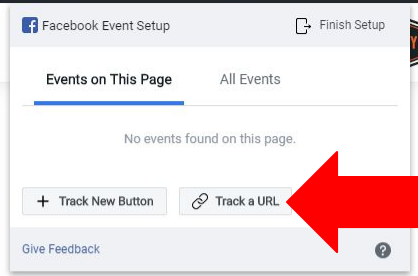
deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS



On this new PRODUCT page,we want to track via the "ViewContent" Event.

The "ViewContent" event is for tracking someone who viewed an item from your Facebook product catalog.

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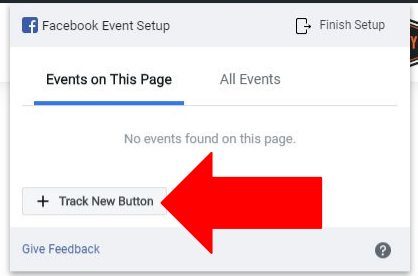
250 LEADS



The "Track New Button" enables you to create an Event that tracks actual clicks on this page.

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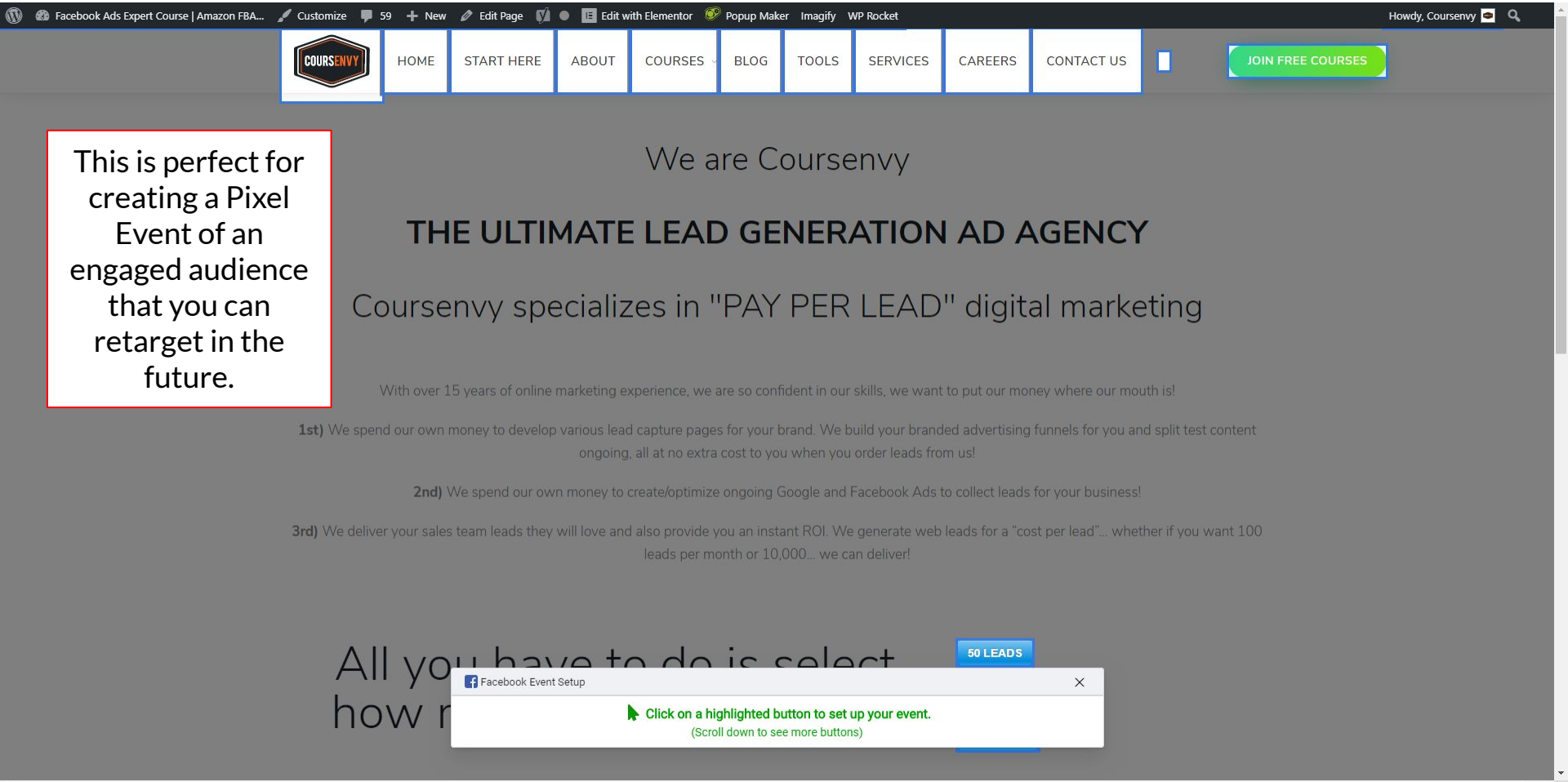
250 LEADS


Facebook Ads Expert Course | Amazon FBA...
Customize
59
New
Edit Page
Edit with Elementor
Popup Maker
Imagify
WP Rocket
Howdy, Coursenvy
COURSENVY
HOME
START HERE
ABOUT
COURSES
BLOG
TOOLS
SERVICES
CAREERS
CONTACT US
JOIN FREE COURSES
This is perfect for creating a Pixel Event of an engaged audience that you can retarget in the future.
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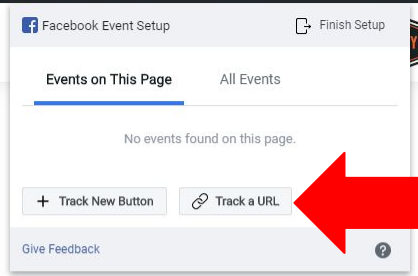
All yo
how r
50 LEADS
Facebook Event Setup
Click on a highlighted button to set up your event.
(Scroll down to see more buttons)



But for our use, we want to just track people who navigate to this PRODUCT page (i.e. a“View Content” event).

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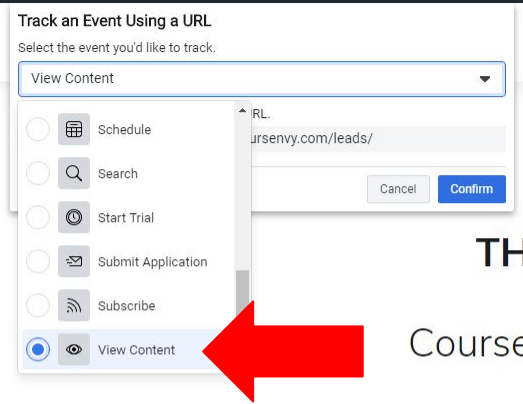
50 LEADS

100 LEADS

250 LEADS



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In the dropdown, select the event you'd like to track.

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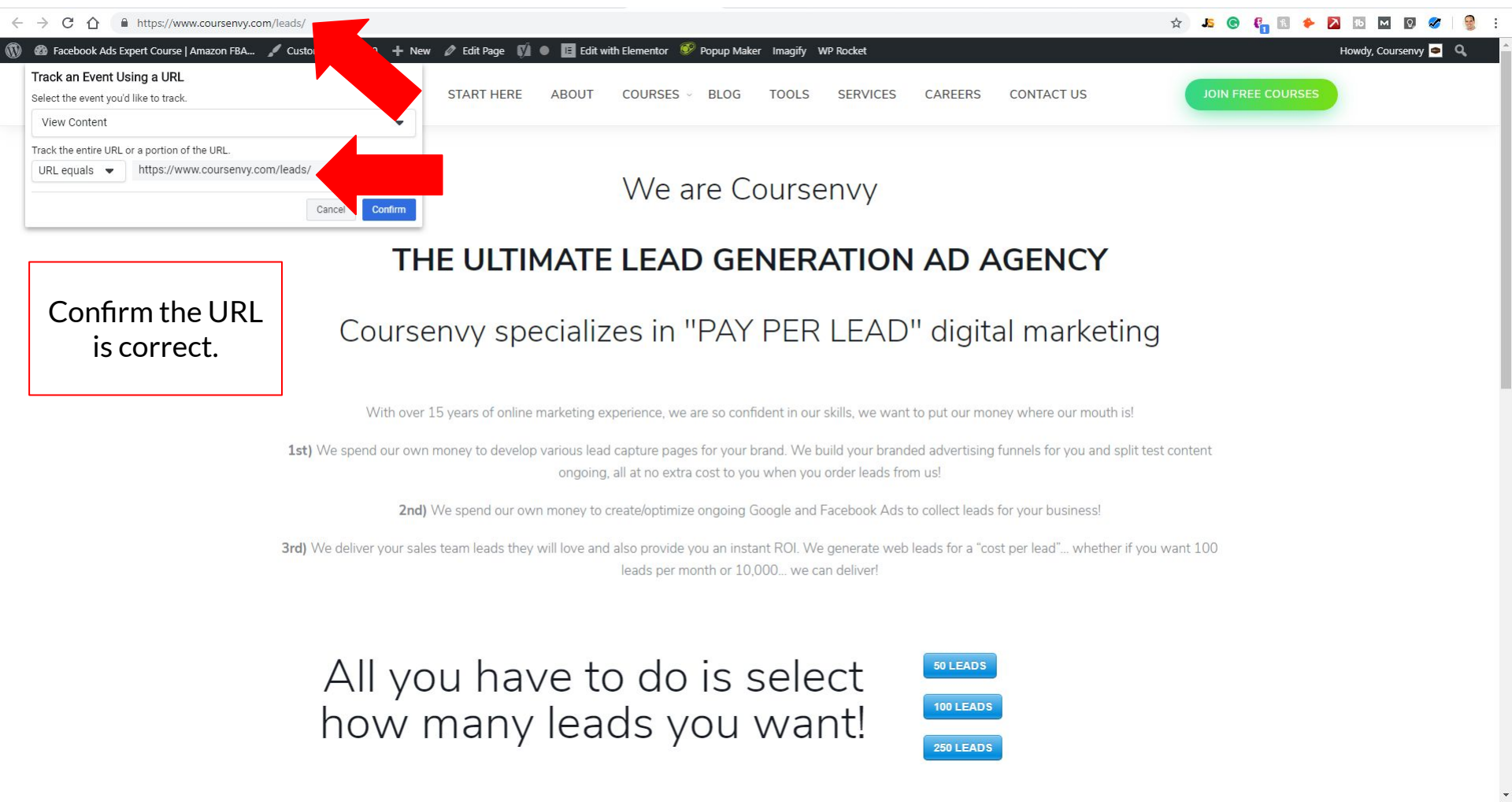
100 LEADS

250 LEADS


https://www.coursenvy.com/leads/
Facebook Ads Expert Course | Amazon FBA...
New
Edit Page
Edit with Elementor
Popup Maker
Imagify
WP Rocket
Howdy, Coursenvy
Track an Event Using a URL
Select the event you'd like to track.
View Content
Track the entire URL or a portion of the URL.
URL equals
https://www.coursenvy.com/leads/
Cancel
Confirm
START HERE
ABOUT
COURSES
BLOG
TOOLS
SERVICES
CAREERS
CONTACT US
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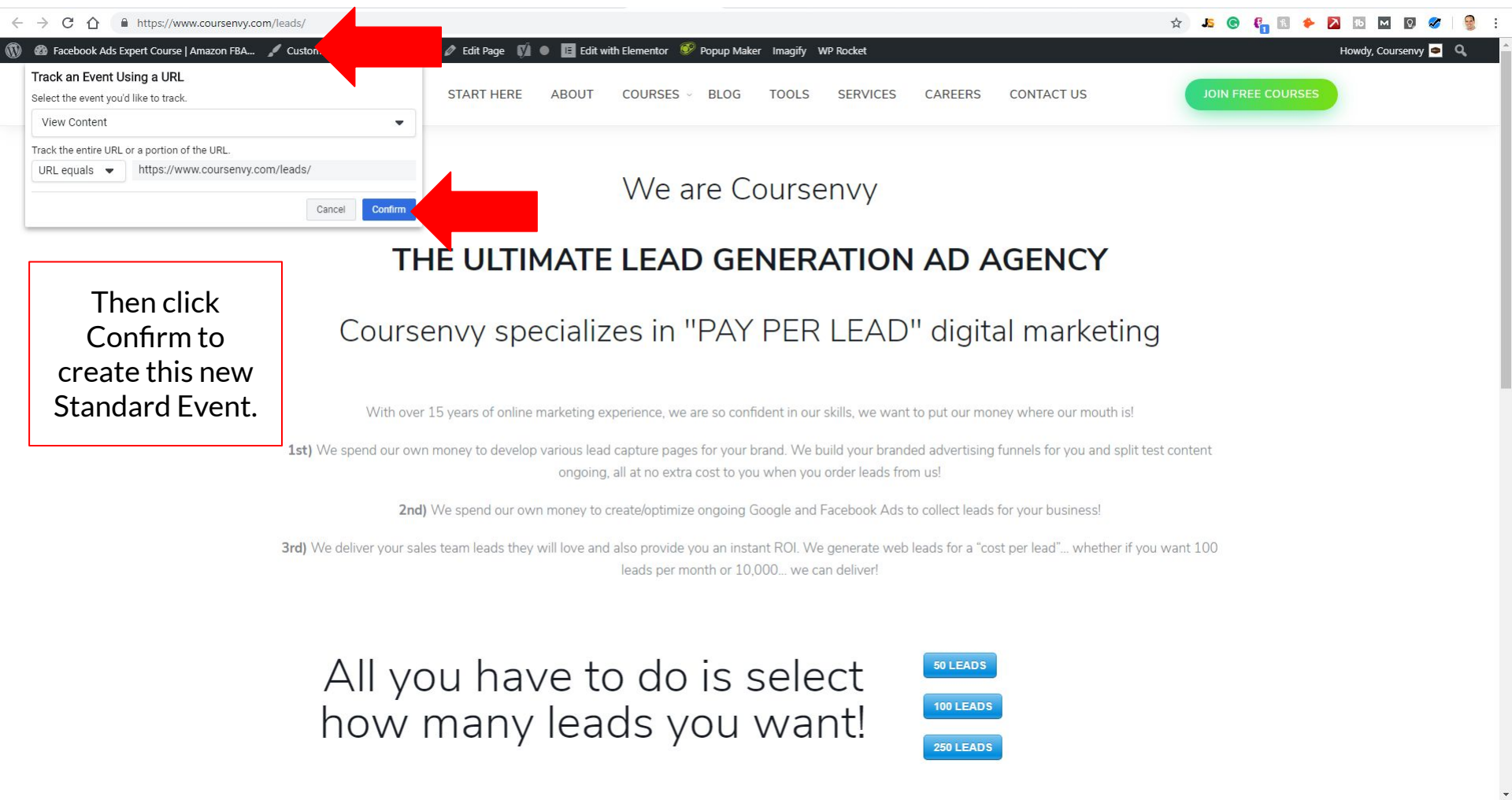
100 LEADS
250 LEADS

Confirm the URL is correct.


https://www.coursenvy.com/leads/
Facebook Ads Expert Course | Amazon FBA...
Edit Page
Edit with Elementor
Popup Maker
Imagify
WP Rocket
Howdy, Coursenvy
Track an Event Using a URL
Select the event you'd like to track.
View Content
Track the entire URL or a portion of the URL.
URL equals
https://www.coursenvy.com/leads/
Cancel
Confirm
START HERE
ABOUT
COURSES
BLOG
TOOLS
SERVICES
CAREERS
CONTACT US
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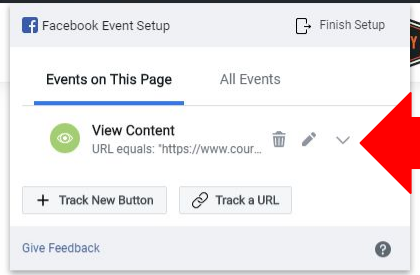
50 LEADS
100 LEADS
250 LEADS

Then click Confirm to create this new Standard Event.



As you can see, this Event is now installed.

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THE ULTIMATE LEAD GENERATION AD AGENCY

Coursenvy specializes in "PAY PER LEAD" digital marketing

With over 15 years of online marketing experience, we are so confident in our skills, we want to put our money where our mouth is!

1st) We spend our own money to develop various lead capture pages for your brand. We build your branded advertising funnels for you and split test content ongoing, all at no extra cost to you when you order leads from us!

2nd) We spend our own money to create/optimize ongoing Google and Facebook Ads to collect leads for your business!

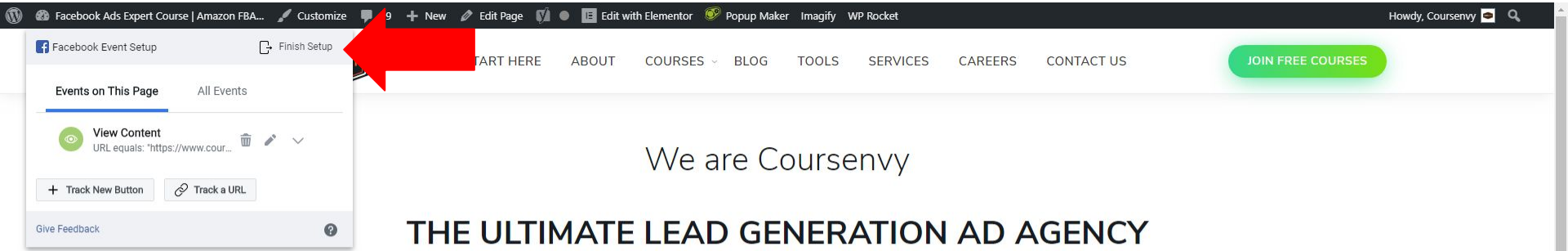
3rd) We deliver your sales team leads they will love and also provide you an instant ROI. We generate web leads for a "cost per lead"... whether if you want 100 leads per month or 10,000... we can deliver!

All you have to do is select how many leads you want!

50 LEADS

100 LEADS

250 LEADS



Click “Finish Setup” to exit.

We are Coursenvy

THE ULTIMATE LEAD GENERATION AD AGENCY

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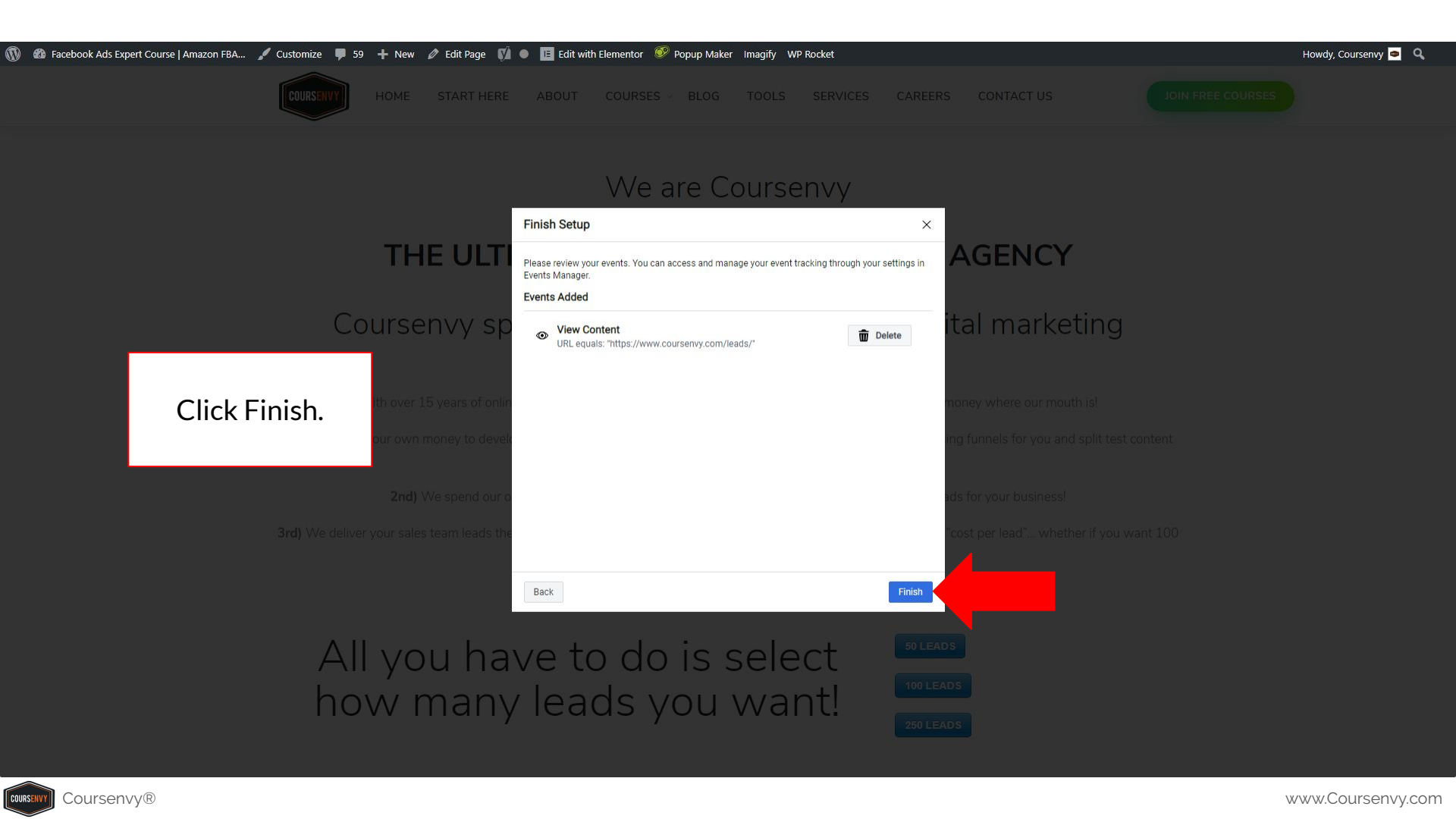
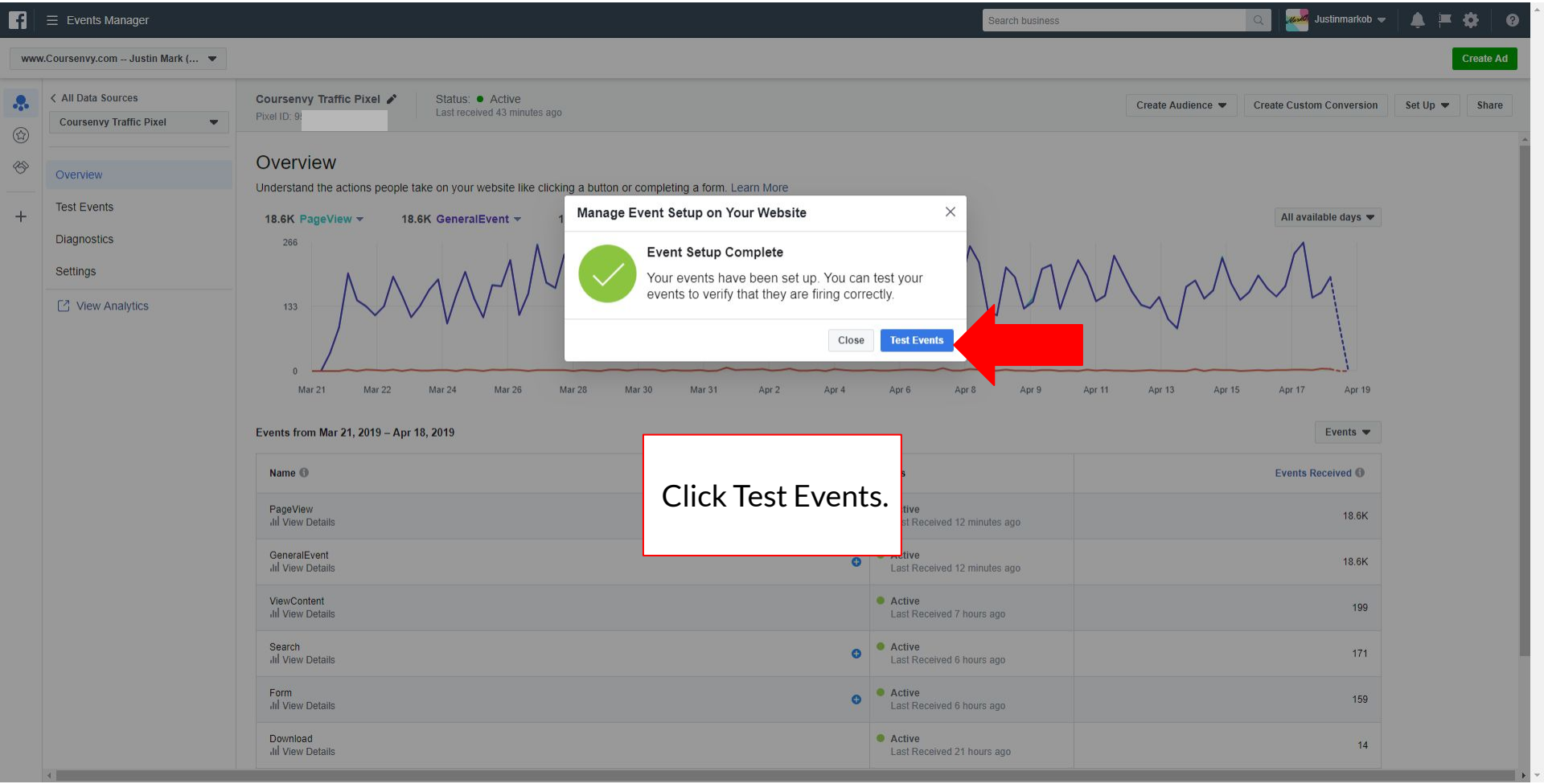

Facebook Ads Expert Course | Amazon FBA...
Customize
59
New
Edit Page
Edit with Elementor
Popup Maker
Imagify
WP Rocket
Howdy, Coursenvy
HOME
START HERE
ABOUT
COURSES
BLOG
TOOLS
SERVICES
CAREERS
CONTACT US
JOIN FREE COURSES
We are Coursenvy
Finish Setup
Please review your events. You can access and manage your event tracking through your settings in Events Manager.
Events Added
View Content
URL equals: "https://www.coursenvy.com/leads/"
Delete
Back
Finish
Click Finish.
All you have to do is select how many leads you want!
50 LEADS
100 LEADS
250 LEADS


Events Manager
Search business
Justinmarkob
www.Coursenvy.com -- Justin Mark (...
Create Ad
All Data Sources
Coursenvy Traffic Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
Coursenvy Traffic Pixel
Pixel ID: 9
Status: Active
Last received 43 minutes ago
Create Audience
Create Custom Conversion
Set Up
Share
Overview
Understand the actions people take on your website like clicking a button or completing a form. Learn More
18.6K PageView
18.6K GeneralEvent
All available days
266
133
0
Mar 21
Mar 22
Mar 24
Mar 26
Mar 28
Mar 30
Mar 31
Apr 2
Apr 4
Apr 6
Apr 8
Apr 9
Apr 11
Apr 13
Apr 15
Apr 17
Apr 19
Manage Event Setup on Your Website
Event Setup Complete
Your events have been set up. You can test your events to verify that they are firing correctly.
Close
Test Events
Events from Mar 21, 2019 – Apr 18, 2019
Events
Name
Events Received
PageView
View Details
Last Received 12 minutes ago
18.6K
GeneralEvent
View Details
Last Received 12 minutes ago
18.6K
ViewContent
View Details
Active
Last Received 7 hours ago
199
Search
View Details
Active
Last Received 6 hours ago
171
Form
View Details
Active
Last Received 6 hours ago
159
Download
View Details
Active
Last Received 21 hours ago
14
Click Test Events.

Events Manager

Search business

Justinmarkob

www.Coursenvy.com -- Justin Mark (...

Create Ad

All Data Sources

Coursenvy Traffic Pixel

Overview

Test Events

Diagnostics

Settings

View Analytics

Coursenvy Traffic Pixel

Pixel ID: 9[redacted]

Status: Active

Last received 1 hour ago

Create Audience | Create Custom Conversion | Set Up | Share

Test Your Events in Real Time

...nts are set up and firing correctly by triggering them on your website. Only events you trigger will display in the Test Events tool, not the activity of other website users. Learn more

Filter | Clear Activity

You can also navigate to this page via the left sidebar on your Pixel page under "Test Events".

Open your website in a new window and interact with it to start seeing activity.

https://www.coursenvy.com/leads/ Open Website

Help | Feedback

Events Manager

Search business

Justinmarkob

www.Coursenvy.com -- Justin Mark (...

Create Ad

All Data Sources

Coursenvy Traffic Pixel

Overview

Test Events

Diagnostics

Settings

View Analytics

Coursenvy Traffic Pixel

Pixel ID: 9[redacted]

Status: Active

Last received 1 hour ago

Create Audience | Create Custom Conversion | Set Up | Share

Test Your Events in Real Time

Check that your events are set up and firing correctly by triggering them on your website. Only events you trigger will display in the Test Events tool, not the activity of other website users. Learn more

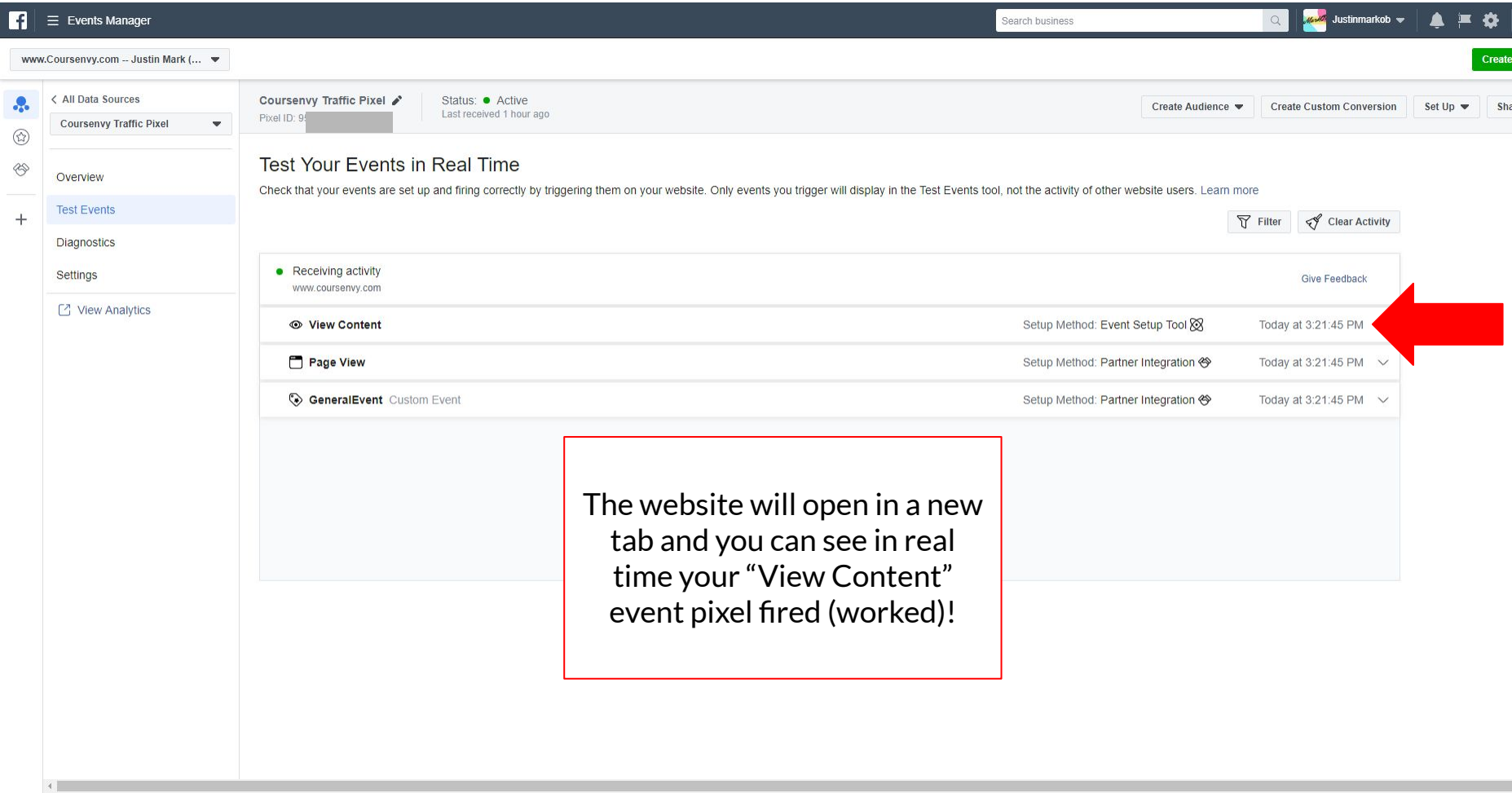
Filter | Clear Activity

Just paste in the URL you want to test and click "Open Website".

Open your website in a new window and interact with it to start seeing activity.

https://www.coursenvy.com/leads/ Open Website

Help | Feedback


Events Manager
Search business
Justinmarkob
www.Coursenvy.com -- Justin Mark (...
Create Ad
All Data Sources
Coursenvy Traffic Pixel
Overview
Test Events
Diagnostics
Settings
View Analytics
Coursenvy Traffic Pixel
Pixel ID: 9
Status: Active
Last received 1 hour ago
Create Audience
Create Custom Conversion
Set Up
Share
Test Your Events in Real Time
Check that your events are set up and firing correctly by triggering them on your website. Only events you trigger will display in the Test Events tool, not the activity of other website users. Learn more
Filter
Clear Activity
Receiving activity
www.coursenvy.com
Give Feedback
View Content
Setup Method: Event Setup Tool
Today at 3:21:45 PM
Page View
Setup Method: Partner Integration
Today at 3:21:45 PM
GeneralEvent Custom Event
Setup Method: Partner Integration
Today at 3:21:45 PM
The website will open in a new tab and you can see in real time your “View Content” event pixel fired (worked)!

Events Manager

Search business

Justinmarkob

www.Coursenvy.com -- Justin Mark (...

Create Ad

All Data Sources

Coursenvy Traffic Pixel

Overview

Test Events

Diagnostics

Settings

View Analytics

Coursenvy Traffic Pixel

Pixel ID: 9[redacted]

Status: Active

Last received 1 hour ago

Create Audience | Create Custom Conversion | Set Up | Share

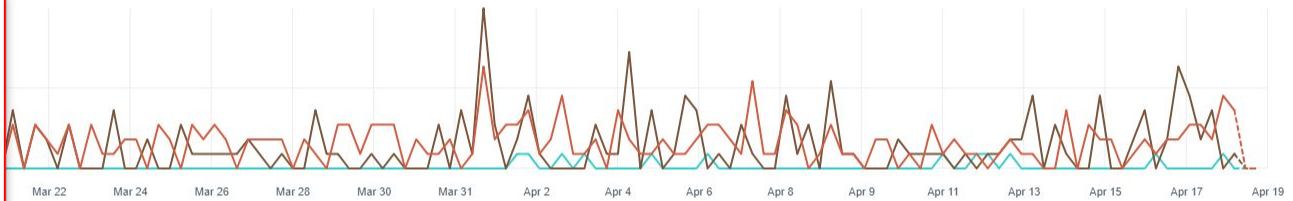
Overview

Understand the actions people take on your website like clicking a button or completing a form. Learn More

12 Lead | 171 Search | 199 ViewContent

All available days

PageView
GeneralEvent
ViewContent
Search
Form
Download
✓ Lead
Comment
Purchase



Events from Mar 21, 2019 – Apr 18, 2019

Events

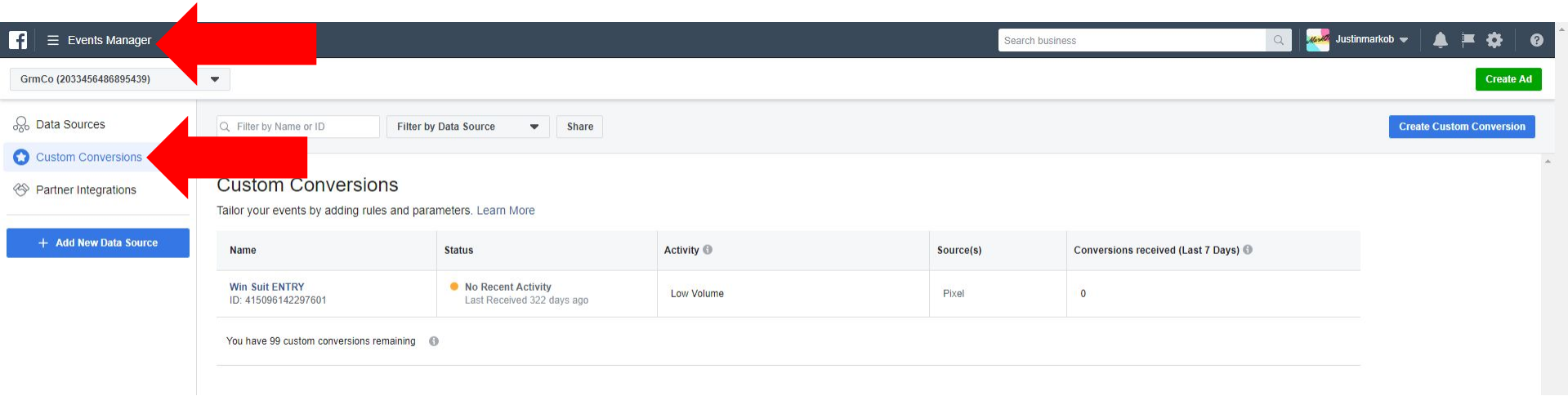
Name	Status	Events Received
PageView View Details	Active Last Received 34 minutes ago	18.6K
GeneralEvent View Details	Active Last Received 34 minutes ago	18.6K
ViewContent View Details	Active Last Received 7 hours ago	199
Search View Details	Active Last Received 6 hours ago	171
Form View Details	Active Last Received 6 hours ago	159
Download View Details	Active Last Received 22 hours ago	14

You can view and compare Events on the **Overview** tab.

Create
Custom Conversions

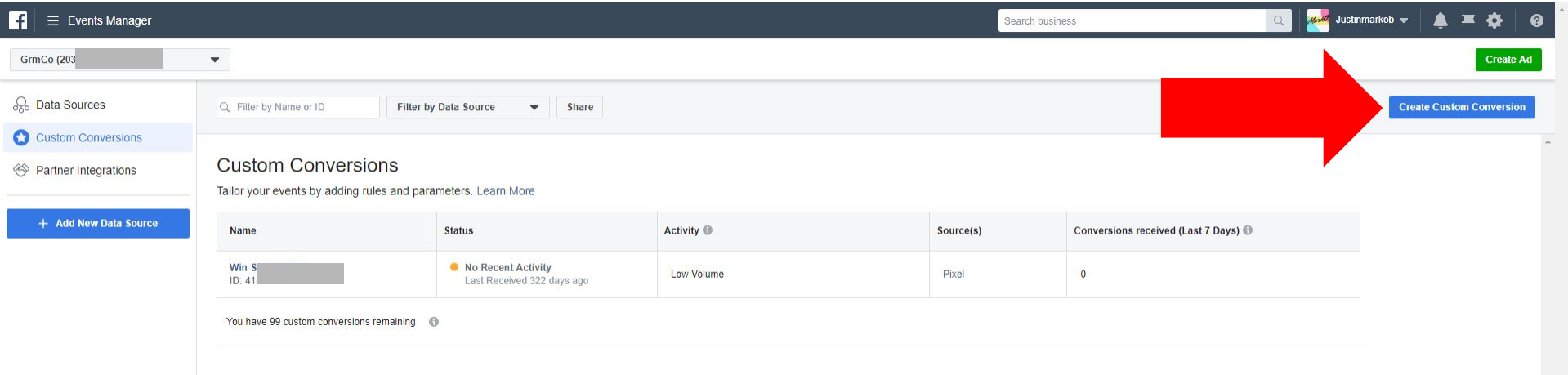
Create Custom Conversion

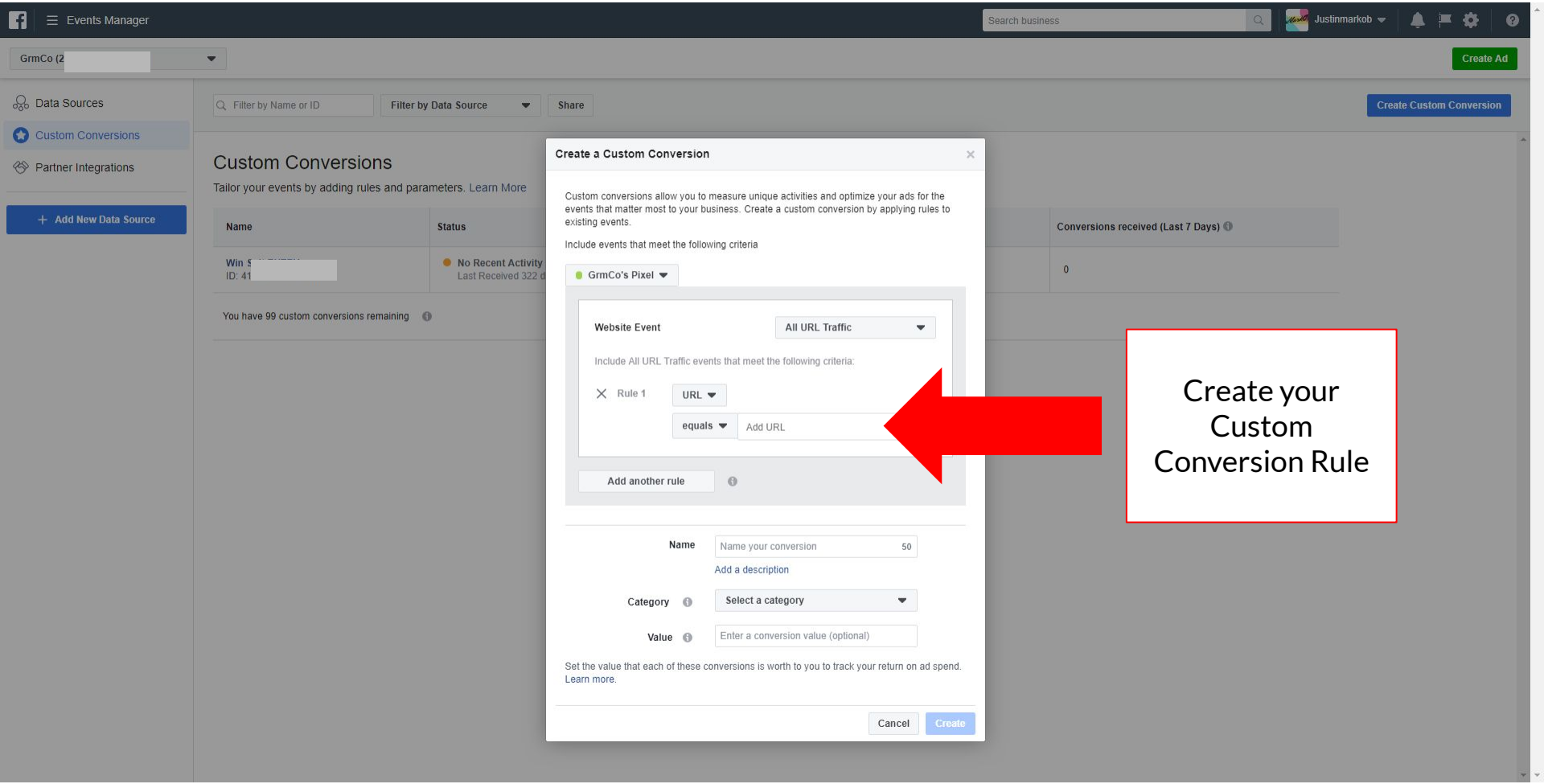
Once the Facebook Pixel base code is installed across your website, you can create custom conversions using URL rules. Navigate to your Events Manager → Custom Conversions page.



Create Custom Conversion

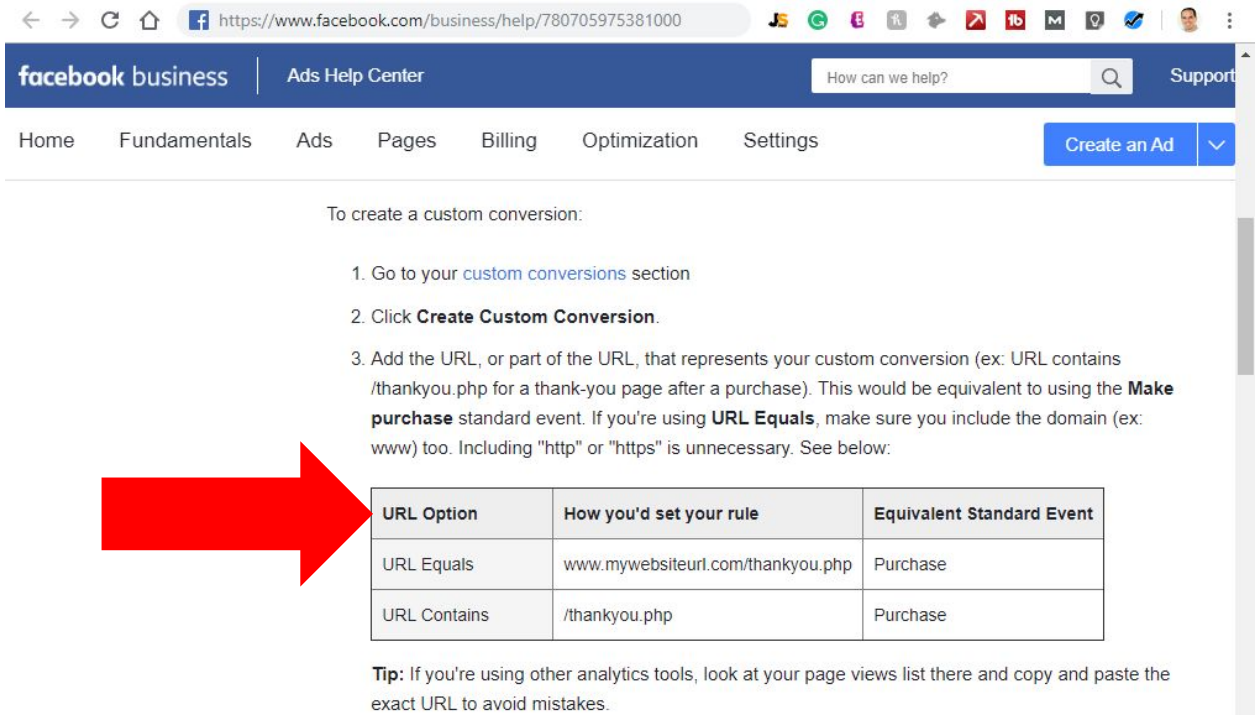
➢ Click the Create Custom Conversion button




Events Manager
Search business
Justinmarkob
GrmCo (2
Create Ad
Data Sources
Custom Conversions
Partner Integrations
Add New Data Source
Filter by Name or ID
Filter by Data Source
Share
Create Custom Conversion
Custom Conversions
Tailor your events by adding rules and parameters. Learn More
Name
Status
Conversions received (Last 7 Days)
No Recent Activity
0
You have 99 custom conversions remaining
Create a Custom Conversion
Custom conversions allow you to measure unique activities and optimize your ads for the events that matter most to your business. Create a custom conversion by applying rules to existing events.
Include events that meet the following criteria
GrmCo's Pixel
Website Event
All URL Traffic
Include All URL Traffic events that meet the following criteria:
Rule 1
URL
equals
Add URL
Add another rule
Name
Name your conversion
50
Add a description
Category
Select a category
Value
Enter a conversion value (optional)
Set the value that each of these conversions is worth to you to track your return on ad spend. Learn more.
Cancel
Create
Create your Custom Conversion Rule

Create Custom Conversion

https://www.facebook.com/business/help/780705975381000


https://www.facebook.com/business/help/780705975381000
facebook business
Ads Help Center
How can we help?
Support
Home
Fundamentals
Ads
Pages
Billing
Optimization
Settings
Create an Ad
To create a custom conversion:
1. Go to your custom conversions section
2. Click Create Custom Conversion.
3. Add the URL, or part of the URL, that represents your custom conversion (ex: URL contains /thankyou.php for a thank-you page after a purchase). This would be equivalent to using the Make purchase standard event. If you're using URL Equals, make sure you include the domain (ex: www) too. Including "http" or "https" is unnecessary. See below:
URL Option
How you'd set your rule
Equivalent Standard Event
URL Equals
www.mywebsiteurl.com/thankyou.php
Purchase
URL Contains
/thankyou.php
Purchase
Tip: If you're using other analytics tools, look at your page views list there and copy and paste the exact URL to avoid mistakes.

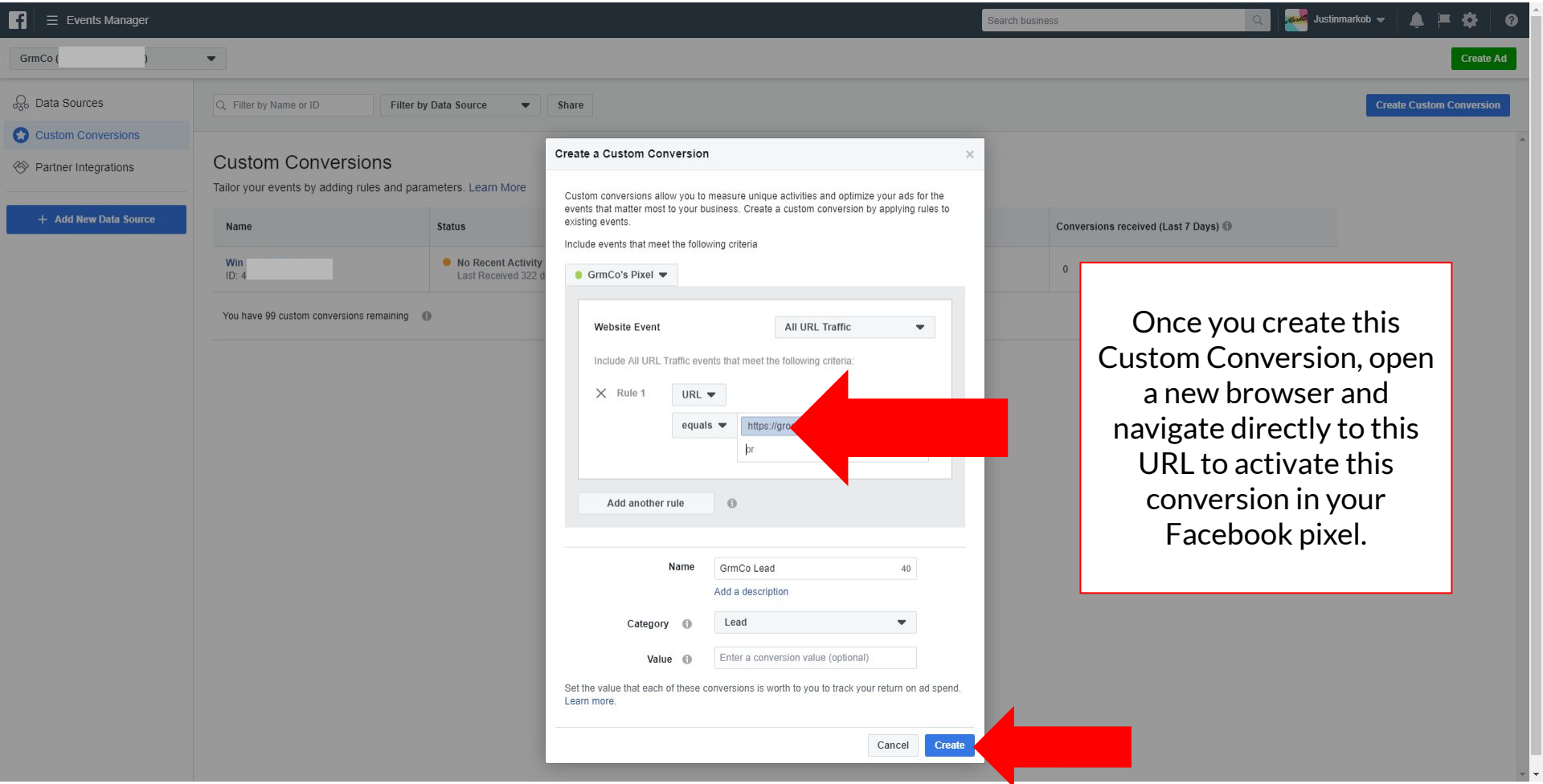
URL Contains or URL Equals?

A common question we get for Custom Conversions…

Should I use URL Contains or URL Equals?

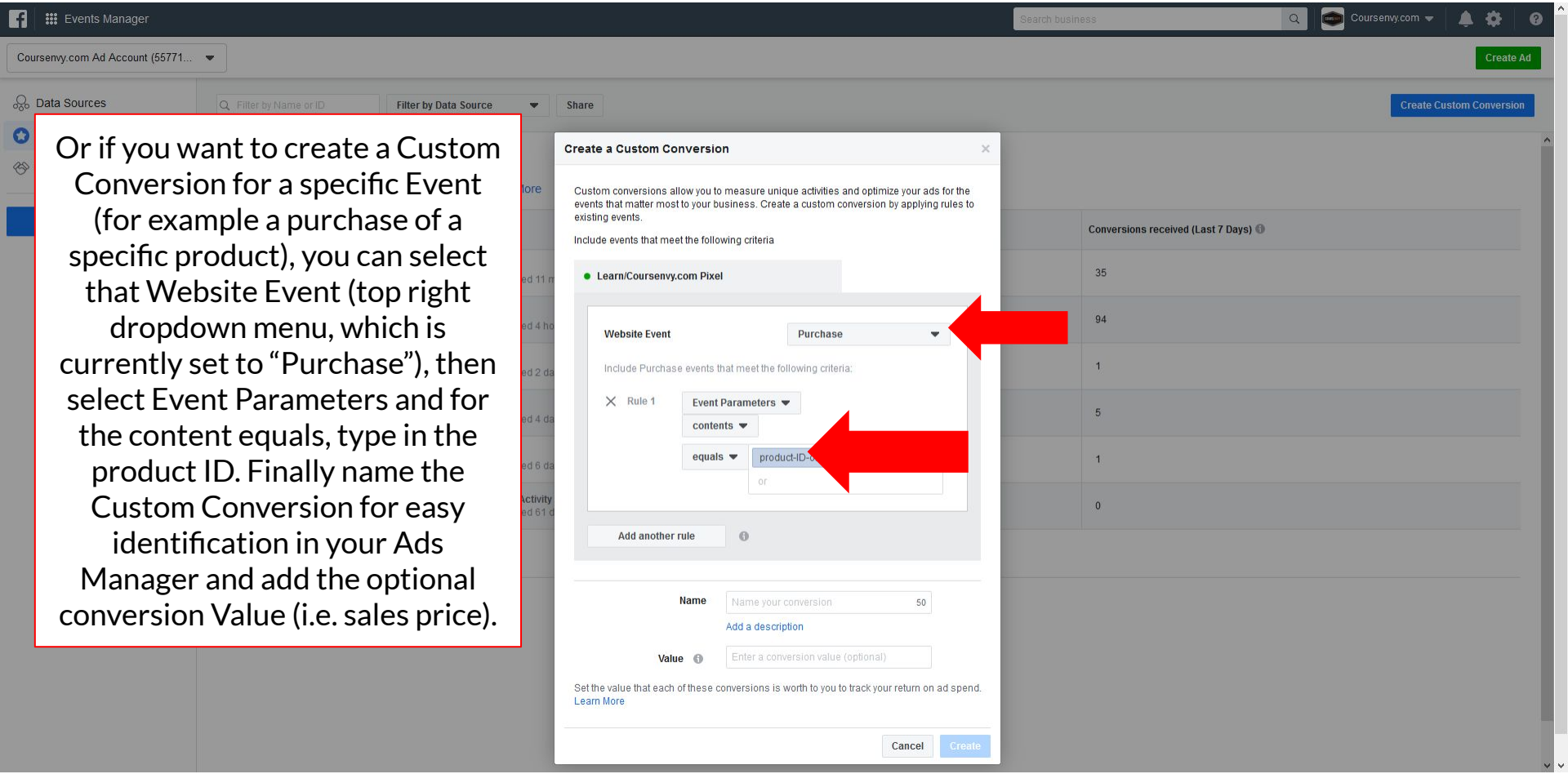
We go deep in this blog post!

https://www.coursenvy.com/custom-conversions-url-contains-or-url-equals



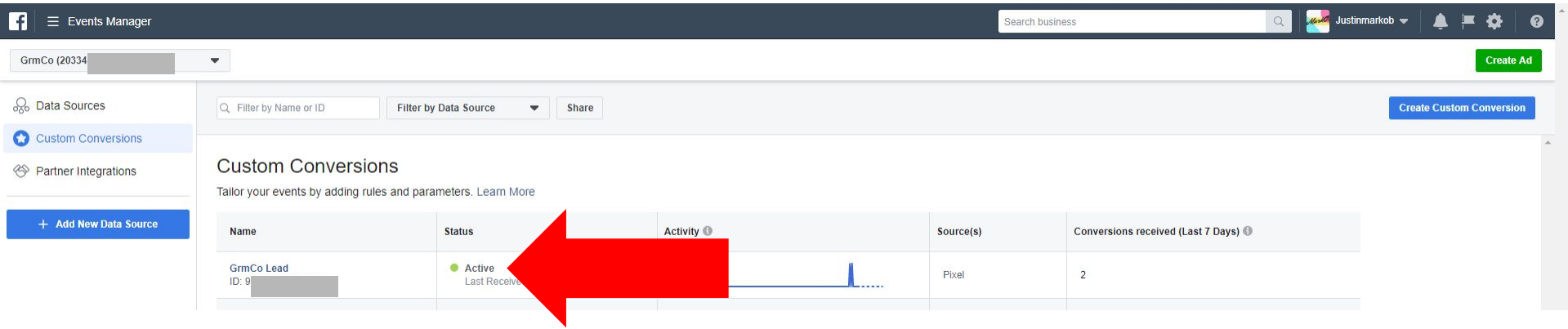
Once you create this Custom Conversion, open a new browser and navigate directly to this URL to activate this conversion in your Facebook pixel.

Or if you want to create a Custom Conversion for a specific Event (for example a purchase of a specific product), you can select that Website Event (top right dropdown menu, which is currently set to “Purchase”), then select Event Parameters and for the content equals, type in the product ID. Finally name the Custom Conversion for easy identification in your Ads Manager and add the optional conversion Value (i.e. sales price).



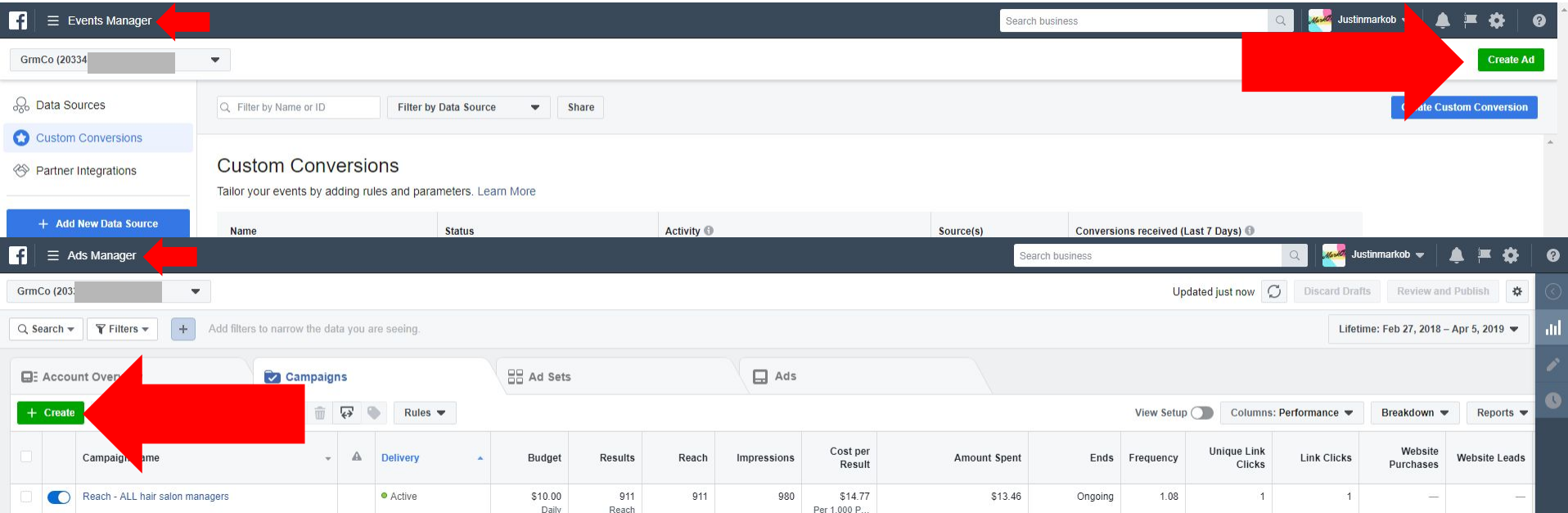
Create Custom Conversion

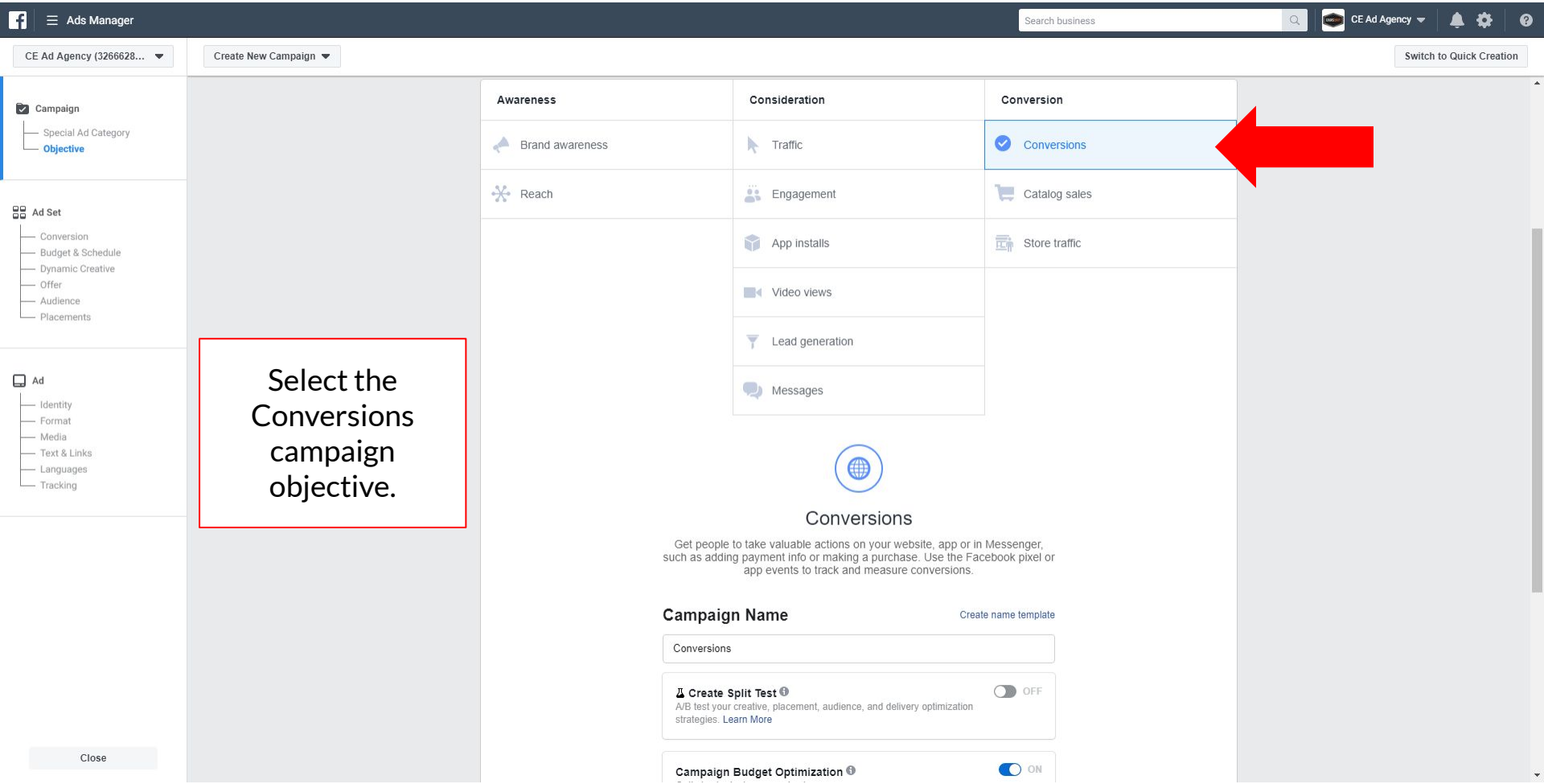
- As you can see, after navigating to this custom conversion URL, the conversion is now ACTIVE.

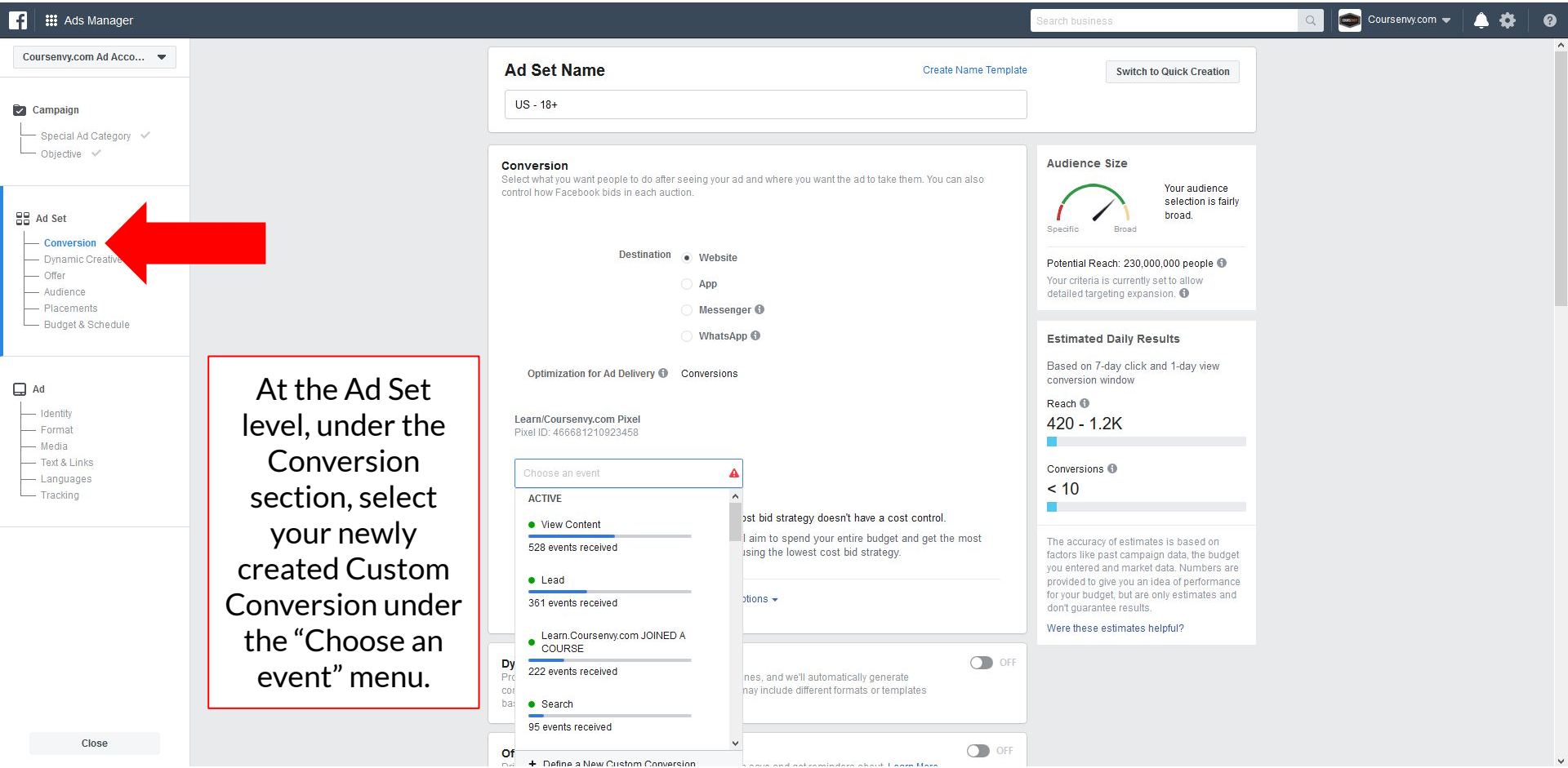


Create an Ad with a Custom Conversion

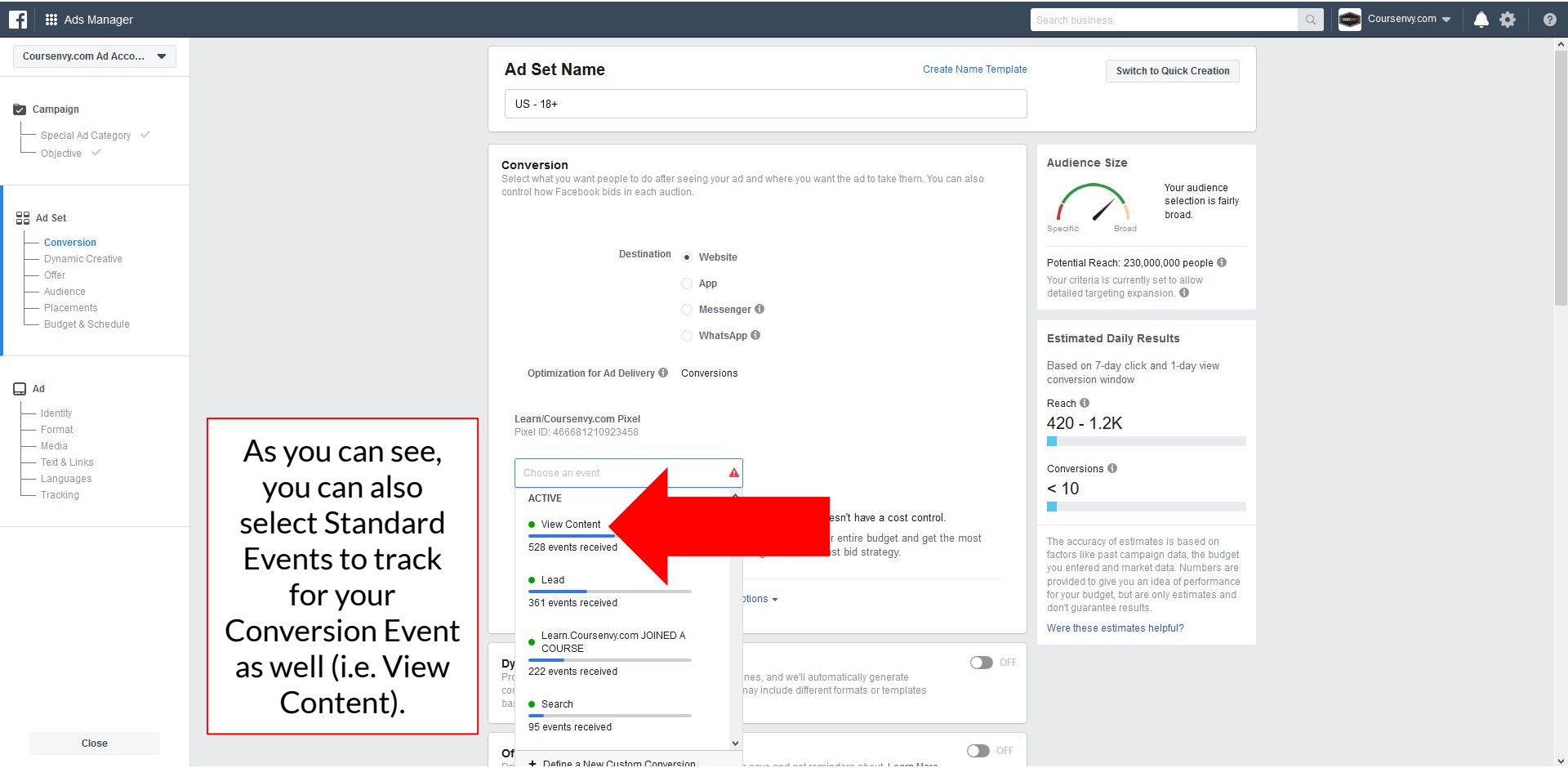
- Now we can create an ad right on this Events Manager page or we can head over to our Ads Manager page as we normally do to create an ad.




Ads Manager
Search business
CE Ad Agency
CE Ad Agency (3266628...
Create New Campaign
Switch to Quick Creation
Campaign
Special Ad Category
Objective
Ad Set
Conversion
Budget & Schedule
Dynamic Creative
Offer
Audience
Placements
Ad
Identity
Format
Media
Text & Links
Languages
Tracking
Close
Awareness
Consideration
Conversion
Brand awareness
Traffic
Conversions
Reach
Engagement
Catalog sales
App installs
Store traffic
Video views
Lead generation
Messages
Conversions
Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.
Campaign Name
Create name template
Conversions
Create Split Test
A/B test your creative, placement, audience, and delivery optimization strategies. Learn More
OFF
Campaign Budget Optimization
ON
Select the Conversions campaign objective.



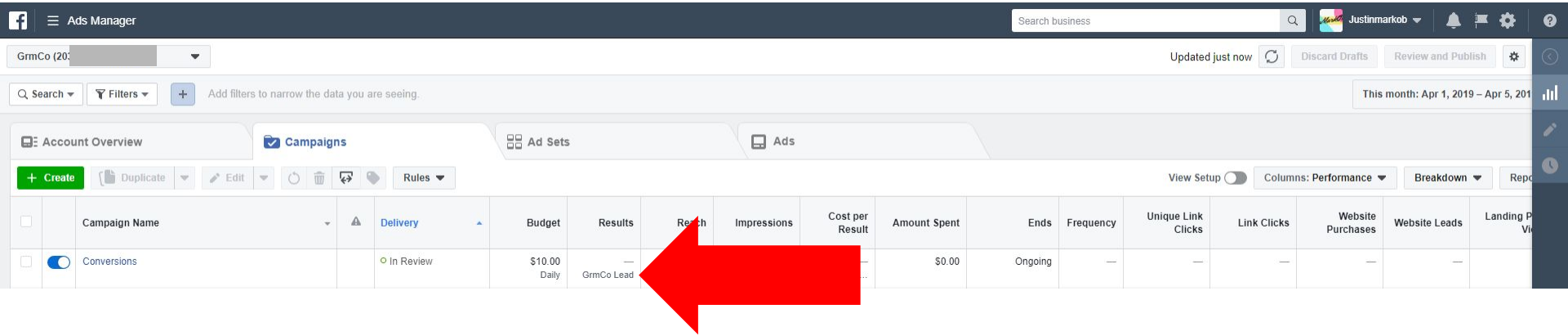
At the Ad Set level, under the Conversion section, select your newly created Custom Conversion under the “Choose an event” menu.



As you can see, you can also select Standard Events to track for your Conversion Event as well (i.e. View Content).

Create an Ad with a Custom Conversion

- Once you Publish your ad, you will see the **Results** column on your Ads Manager page tracking your total Conversion Events.

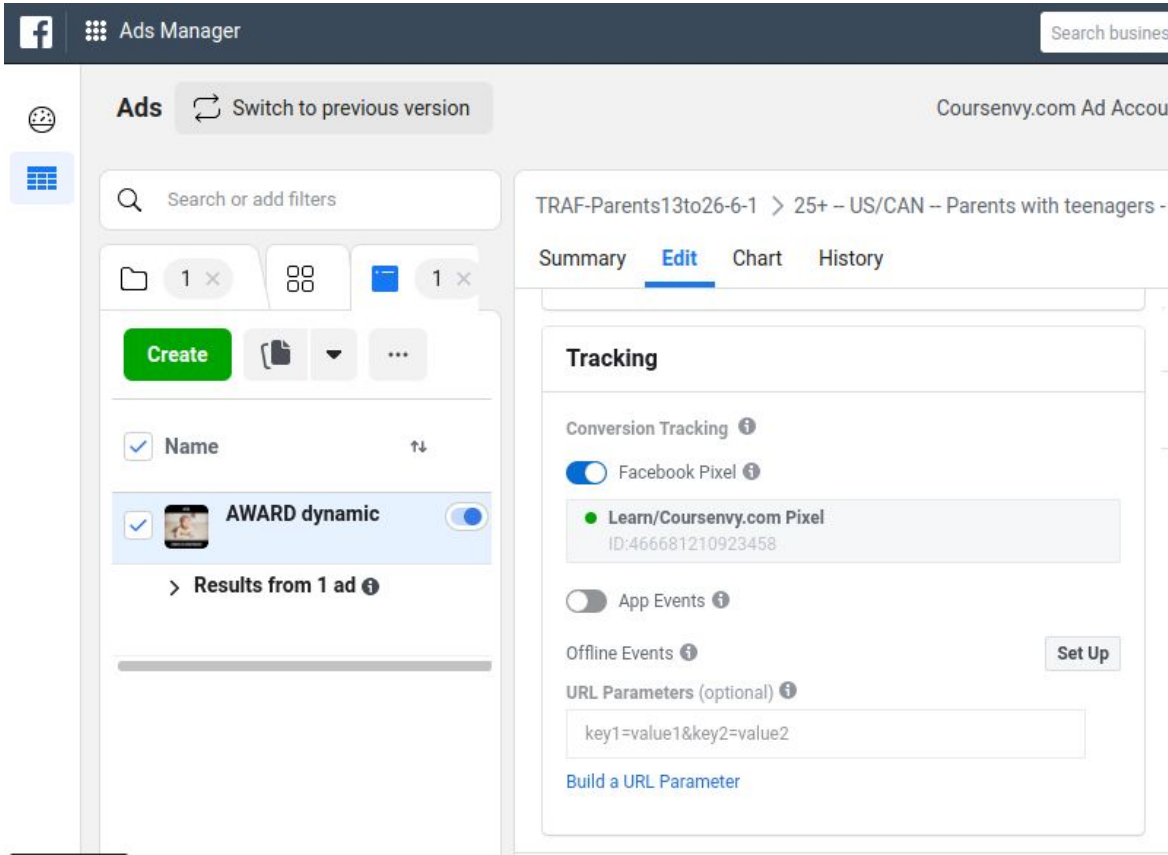


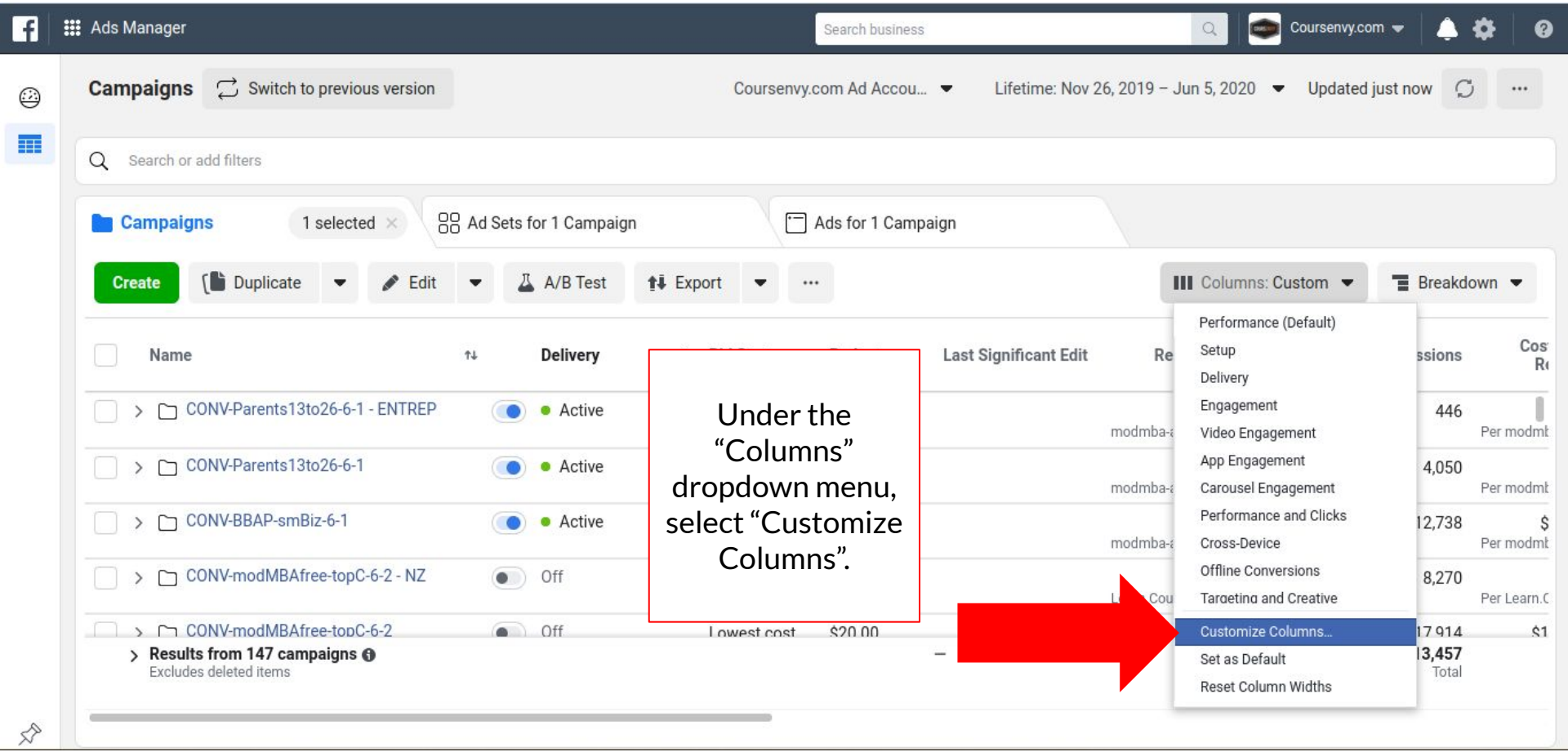
View Other Events In Ads Manager

View Other Events in Ads Manager

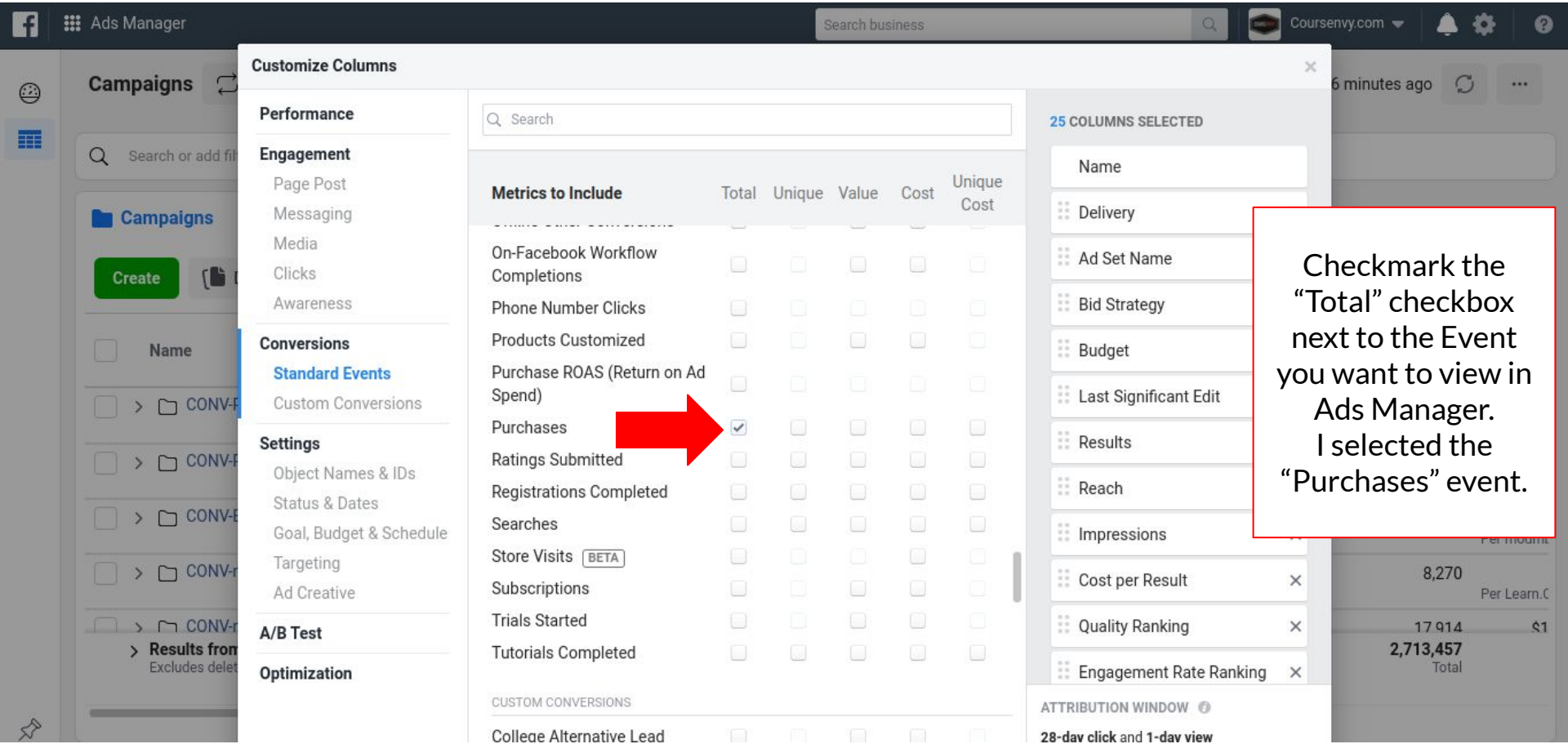
Can I see OTHER Conversion Events that derived from my ad?

You can view what ads resulted in what event (i.e. PURCHASE) as long as your AD level had Conversion Tracking enabled (Facebook Pixel toggled on). The “Tracking” section is located under Ad Setup on the AD level in your editor.



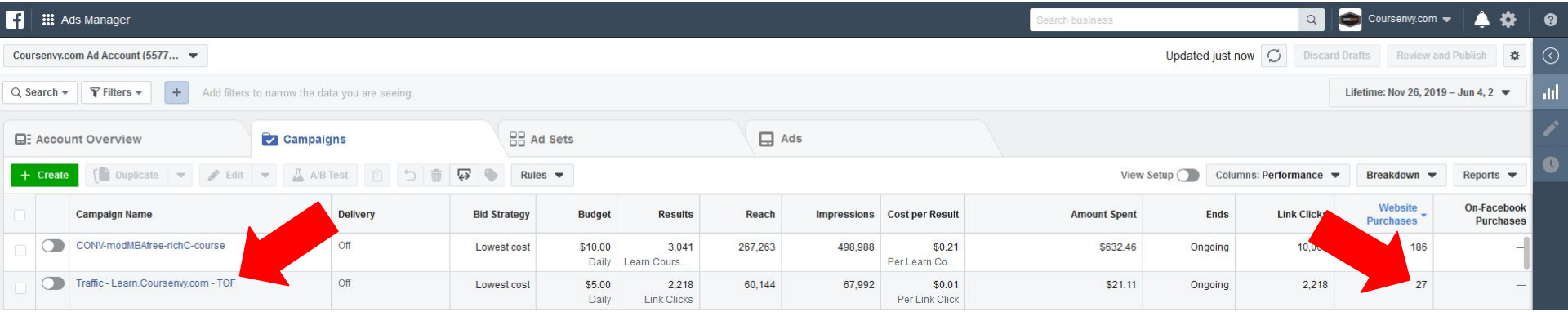


Under the "Columns" dropdown menu, select "Customize Columns".


Ads Manager
Search business
Coursenvy.com
Campaigns
Customize Columns
Performance
Engagement
Page Post
Messaging
Media
Clicks
Awareness
Conversions
Standard Events
Custom Conversions
Settings
Object Names & IDs
Status & Dates
Goal, Budget & Schedule
Targeting
Ad Creative
A/B Test
Optimization
Search
Metrics to Include
Total
Unique
Value
Cost
Unique Cost
On-Facebook Workflow Completions
Phone Number Clicks
Products Customized
Purchase ROAS (Return on Ad Spend)
Purchases
Ratings Submitted
Registrations Completed
Searches
Store Visits BETA
Subscriptions
Trials Started
Tutorials Completed
CUSTOM CONVERSIONS
College Alternative Lead
25 COLUMNS SELECTED
Name
Delivery
Ad Set Name
Bid Strategy
Budget
Last Significant Edit
Results
Reach
Impressions
Cost per Result
Quality Ranking
Engagement Rate Ranking
ATTRIBUTION WINDOW
28-day click and 1-day view
Checkmark the "Total" checkbox next to the Event you want to view in Ads Manager.
I selected the "Purchases" event.

View Purchases in Ads Manager

- As you can see in this custom column “Website Purchases” I added… a Traffic campaign resulted in 27 Website Purchases! So as long as your Facebook Pixel is turned on for ANY campaign, you can track ANY event that campaign resulted in.



Custom Event

Custom Event

Custom Events enable Facebook to collect more data about your specific conversion, rather than just a generic Standard Event.

For example, a Purchase event code tracks PURCHASES on your order confirmation page. But let's say you use separate sales pages, funnels, or checkout pages (using a software like ClickFunnels) for your varying products/services you sell. You can create a Custom Event for each specific funnel, purchase… or any Custom Event you want to track!

Custom Event → Purchase Example

```
<script>

fbq('track', 'Purchase',
{
value: 997,
currency: 'USD',
});

</script>
```

This is the Purchase event code snippet that you will paste into the coding (below the </head> tag) on your order confirmation page or purchase completion page.

As you can see, the ‘track’ event is the standard event ‘Purchase’.

Custom Event → Purchase Example

```
<script>

fbq('track', 'Purchase',
fbq('track', 'CustomEventName',
{
value: 997,
currency: 'USD',
});

</script>
```

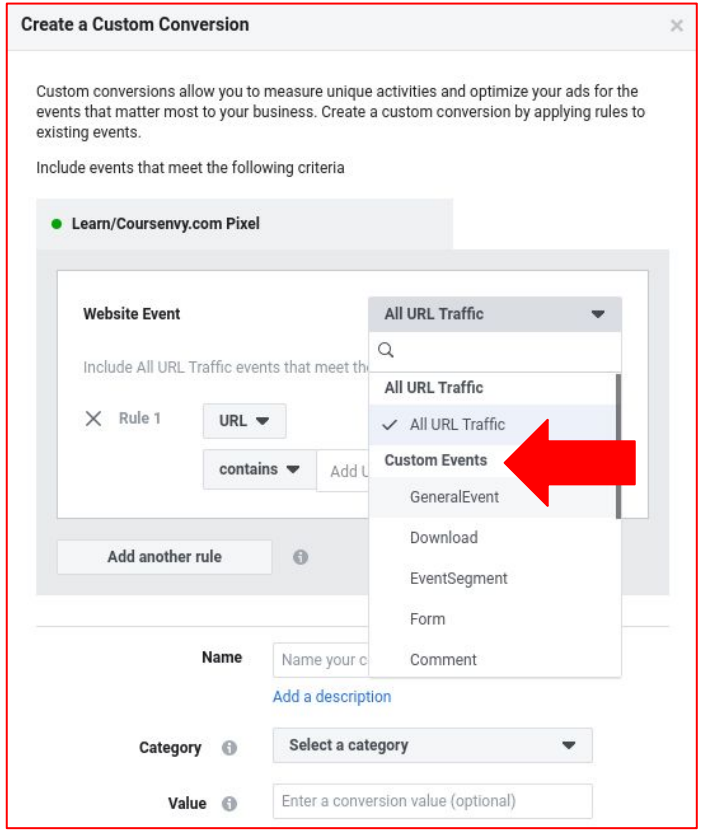
As you can see, I've added the Custom Event 'CustomEventName' to this code snippet.

When a user lands on this page, the Custom Event 'CustomEventName' and the standard event 'Purchase' will fire in your Facebook Pixel, therefore tracking both in your Facebook Events Manager.

Custom Event → Custom Conversion

For each Custom Event you create, you also will need to create a Custom Conversion. The Custom Conversion is for tracking the Custom Event in your Ads Manager and attributing that conversion to ad campaigns.

Before creating your Custom Conversion, you will need to install the Custom Event code on your specific page, then navigate to that page so the event code fires at least one time. Then the Custom Event will appear as a Custom Conversion “Website Event” option, under Custom Events.



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